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ENGINEER

# AMERICAN ARTISAN and Hardware Record

VOL. 78. No. 3.

620 SOUTH MICHIGAN AVENUE, CHICAGO, JULY 19, 1919.

\$2.00 Per Year.

## STOVER

Hardware  
Specialties



### "STOVER MADE" RELIABLE MOP STICKS

FOR many years "STOVER MADE" MOP STICKS have been the **STANDARD** everywhere. Every household uses mop sticks. Every Store, School, Church and Office in your territory must use mop sticks. The day of scrubbing floors is long past. If you have a small stock of "STOVER MADE" MOP STICKS on hand and display a few of them in your window you will have big sales on mop sticks. The fact that more than half of the mop sticks sold are "STOVER MADE" shows that they are the most popular and efficient mop sticks on the market.

"STOVER MADE" MOP STICKS are made right. Here is the reason why.

All castings, steel, wire and wood parts are made in our own factory on special machinery. Only the strongest and best grade of iron goes into "STOVER MADE" MOP STICKS. The handles are made of selected hard wood and are carefully turned. The "STOVER MADE" MOP STICKS illustrated above are the biggest sellers. The one shown on the left is our No. 5½ mop and brush holder. It is light in weight and will hold either cloth or brush or both at the same time. The one pictured on the extreme right is our No. 7 and 07. On these style mops the coil spring exerts a steady pressure on the mop cloth and holds a cloth of any thickness firmly in place. Both of these models are especially for household use. The large cut in the center shows the "STOVER MADE" EXTRA HEAVY No. 70 AND 75 JANITOR SIZE MOP STICK. Notice the grip which this mop stick gets on the cloth. The Nos. 70 and 75 are by far the largest and best JANITOR mop sticks sold. If you are not selling "STOVER MADE" MOP STICKS NOW write and ask for further information.

Write for new Hardware Catalog R-19 listing our mop sticks and other specialties

## STOVER MANUFACTURING & ENGINE CO.

719 East Street, Freeport, Illinois

# MAHONING HEATERS

Sell Themselves

So many superior qualities are involved in **MAHONING** construction that to tell of one would slight others equally as important.

No need to *talk* Mahoning qualities. *Show* your customer,—he will see it at a glance.

We want good live dealers everywhere, and offer a tempting proposition.

*A style and size for every purpose.*



MAHONING TYPE "C"

Illustration shows quite clearly the combustion as it takes place in the Mahoning system. Note how the admission of air through the slots in the firepot causes combustion to take place all around the outside of the fire. The hottest part of the flame is in direct contact with the outside surface of the heater where the radiation of heat takes place. Only one of the features that have made the Mahoning famous from coast to coast.

## The MAHONING FOUNDRY CO.

YOUNGSTOWN, OHIO

*A Mammoth Plant With a Mammoth Production*

# FRONT RANK

TRADE NAME

REGISTERED

The Steel Furnace that is positively *gas-tight*, because it's *made right*.

Made of tested metal, cold-riveted together. No direct draft to warp and buckle. Stays in order.

If you're not handling the **FRONT RANK** you, your customers and we are all losing money. Write for illustrated literature and prices.

**FRONT RANK**

Steel Furnace

is fool-proof. Gets more heat value out of the fuel used; because its radiating surface is greater, and more of the heat generated in burning the coal is extracted before the smoke and gases are passed on up the flue.

**Haynes-Langenberg Mfg. Co.**

4058 Forest Park Blvd.

St. Louis, Mo.



TRADE MARK REGISTERED.

ESTABLISHED 1880  
Repr. sentative of  
The Hardware, Stove,  
Sheet Metal, and Warm  
Air Heating and Venti-  
lating Interests  
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THEORIES FORM A more or less pleasant equipment for mental gymnastics. They can do no harm unless they are employed in the dangerous pastime of over-exercise. In the physical domain, athletes who carry their training beyond reasonable limits injure their hearts. Few of them live to be more than forty years of age. In the commercial world, too much theory shortens the existence of the business. An example quite to the point is the theory that the buying public is more interested in quality than in prices. Advocates of this supposition argue that all the emphasis should be placed upon the goodness and service of a commodity. They contend that the prospective customer can successfully and gently be brought to accept the price as reasonable after having been thoroughly instructed in the merits of the article.

No doubt there is some truth in this theory, as there is in all speculating. Experience, however, amply demonstrates the advisability of straightforward statement of prices in window display, advertising, and upon the goods themselves in the store. The most successful window displays, from the point of view of sales, are those in which every article has its price marked in plain figures. The average man or woman is suspicious of the merchant who keeps the price of the goods hidden from them until the close of the selling transaction. It is an elementary principle of sound merchandising to be frank and honest with one's customers. The buyer is likely to infer that the dealer has something to conceal or that he varies his price according to his estimate of the prospective customer, if he does not set forth the price of the goods so that every one looking in his window or coming into his store knows in advance precisely what the commodity will cost him.

FROM EVERY QUARTER of the business world come exhortations to gird up our loins and make an end of commercial dalliance. During the war and the weeks following the signing of the armistice there was some justification for the Fabian policy of delays and cautions. Today there is none. As one financial authority phrases it, America has grown great through the exercise of her creative rather than of her critical faculties. Deeds, not words, are the need of our day. Now is the time to let our national characteristics have full play. We have fought and won the greatest war of history. We have put our form of government to the most severe test imaginable, and have proved by

actual experience that there is not one weak link in the chain which holds the great ship of state to stability.

The great mass of our labor has shown a sanity that has surprised even its warmest friends. The financial system of the country has placed at the disposal of the forward-moving, constructive people of the land all the accumulated wealth of the nation. Let us stop looking backward, stop talking about the war and its sorrows, its tragedies, its burdens, its economic waste; let us concentrate thought and give over our conversational powers to grasping clearly and stating truly the splendid prospects which open out before America at the close of the war.

Millions of dollars were expended by the Government in developing the morale of the troops, in preaching and teaching cheerfulness, poise. Courage and victory were born of this splendid training of heart and head and hand. We are entering a war commercial. Let us do all we can to increase the morale of our great commercial army, preaching and teaching cheerfulness, hopeful planning, helpful action, confidence in ultimate success. This is no time for the croaker, for the man with the grouch, for the Jeremiahs and their long lamentations. Let us stop crying over the spilled milk of yesterday and prepare to skim the cream of tomorrow and the thousands of tomorrows that lie right ahead of us.

Let us cease imitating Fabius Maximus in his campaign against Hannibal and adopt the tactics of General Foch against Von Hindenburg—taking the initiative and driving forward with the irresistible forces of optimism.

THERE ARE MANY important accessories which the average automobile does not possess when it is delivered to the buyer. Tire chains for driving in rainy weather and on slippery streets are never a part of the equipment furnished by the manufacturers. Rim operating tools and vulcanizers, tire gages, jacks, and hydrometers may be added to the list. All these tools and accessories must be bought some time or other by the motorist who has a new car. Statistics might be quoted to prove to the skeptical hardware dealer that fortune awaits him in the field of automobile accessories. Many of the things used in connection with a car are standard commodities of a hardware store. To add a department of automobile accessories to his business, therefore is merely a logical development of it.

There is no need for the retailer to make any rad-

## Importance of Stating the Prices.

## Looking Forward.

## Revenue From the Motorist.



ical changes in his store such as might be required if he were to branch out into a trade having no relation to the line of goods which he carries. The department of accessories, intelligently and effectively managed, is a steady source of income. In addition, it serves to increase the sales of goods in other departments. The good will of the motorist who receives excellent service and reliable materials in the accessories branch, can easily be extended to the general stock of the store. That is to say, all the probabilities are in favor of his buying his hardware from the same dealer from whom he purchases accessories for his car.

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A PROGRAM OR poster which is out of date should not be allowed to remain in the display window of a hardware store. It produces an unfavorable impression upon the observer.

**Undesirable Influences.** It suggests backwardness. The passerby is likely to infer that the dealer is not abreast of the times. He gets the idea that the owner is neglectful and laggard. An announcement of an event which is a thing of the past distracts from the novelty of a carefully designed window display. It is an undesirable influence. The prospective customer more or less distinctly senses its irrelevancy to the goods on exhibit. This is a disturbing element in the centering of his attention upon the articles presented for his notice in the window. Although a comparatively insignificant detail, such an out of date card or program has power to weaken the general effect of the display. A small distraction is potent enough to draw the mind away from the most important subject. Instances of this truth might be cited by the score. Looking back over his experiences, anyone can recall examples of it.

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THAT THE PRICE of the world's commodities will correspond, in the long run, to the amount of the world's money is the contention of many of the shrewdest investment authorities in this country. Viewed from this angle, the question of so-called inflation figures largely in the present financial situation. The financial class holds tenaciously to the traditional hostility to inflation.

"There is no inflation," said an officer of one of the leading insurance companies, and his manner showed that he resented the idea. "But," said the interviewer, "do you notice any change in the price of your clothes, your shoes, your hats, your lunches, etc.?" "Clothes!" said the financier, "why it's ridiculous. My current expenses have doubled—my salary is no use to me." Call it what you may, there has come about an enormous depreciation in the buying power of the Dollar, along with an enormous increase in the number of Dollars.

We have through our War Loans automatically added to our circulating medium about \$28,000,000,000, and the effects are unmistakable. Every man who has commodities expects to get for them higher prices than formerly. There is, therefore, no ground for surprise in the fact that holders of stocks demand higher prices for their securities. If it be true that we have doubled

the circulating medium it follows that we shall sooner or later double the prices of securities as well as of all other commodities, for in the long run, the price of the world's commodities will correspond to the amount of the world's money.

There are many causes for the present rise in security values; there is the release after some years of repression due to the war, release not only of money but of the spirit of spending, the spirit of financial adventure. There is the sense of new opportunity and the broader horizon which has been given to business men who have come in contact with world issues and events.

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THE DISPLAY WINDOW of a hardware store may be compared to a small garden in the rear of the average city bungalow. Where ground is limited, intensive cultivation is necessary to produce the most results. In such circumstances it does not pay, for example,

**Corn and Windows.**

to plant corn. The number of ears of corn that can be harvested, the long time required to bring them to maturity, and the disproportionately large area occupied by the plants, reduce the value of such a garden to the householder. The space occupied by the corn could be planted with red valentine bush beans from which nourishing food can be gathered much earlier in the summer and with greater frequency. The corn yields only one crop. The beans can be gathered from the same plant time and time again during the season.

Using the limited space of a display window to exhibit goods for which there is little demand, is like planting corn in a small garden which ought to be devoted to the cultivation of lettuce, beets, beans, and other quick-growing and plentiful vegetables. The science of advertising teaches the retailer to get the largest returns in proportion to the amount of space used. A display window is a form of advertising. The comparative smallness of its area calls for intensive cultivation. In other words, it should be used to promote the sales of articles which bring the largest profits and for which there is the most frequent demand during the season.

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EVERYONE IS FAMILIAR with the old fable of the dog that dropped the juicy bone to snatch at its reflection in the water. It contains a lesson which never grows stale. For the merchant the fable teaches the folly of dropping standard advertised commodities

**Dropping the Bone**

and snatching at the elusive profits of their imitations—sold to the dealer at a lower figure. Such goods may cost less in dollars and cents, but they are more expensive in the long run. To begin with, they lack the prestige of reputation. Consequently they are harder to sell. That means less frequent turnover. Since the rate of turnover determines net income, the inferior, unadvertised commodity, which moves much more slowly into the stream of sales, brings less profit to the retailer. Moreover, it is likely to have an unfavorable effect upon his general income by weakening the good will of customers to whom it fails to render reasonable service and satisfaction.



## RANDOM NOTES AND SKETCHES.

By Sidney Arnold.

Among the personal papers of Thomas Van Alstyne, an electrical engineer, found after his death is the following set of declarations which he called "My Guide." It points the way to a useful life:

"To respect my country, my profession and myself. To be honest and fair with my fellowmen, as I expect them to be honest and square with me. To be a loyal citizen of the United States of America. To speak of it with praise and act always as a trustworthy custodian of its good name. To be a man whose name carries weight wherever it goes. To base my expectations of reward on a solid foundation. To be willing to pay the price of success in honest effort. To look upon my work as an opportunity to be seized with joy and made the most of, and not as a painful drudgery to be reluctantly endured. To expect difficulties and force my way through them.

"To remember that success lies within myself—my own brain, my own ambition, my own courage and determination. To turn hard experience into capital for future use. To dispel ill temper with cheerfulness, kill doubts with a strong conviction, and reduce active friction with an agreeable personality. To make a study of my business. To know my profession in every detail. To mix brains with my efforts, and use system methods in my work.

"To find time to do every needful thing by never letting time find me doing nothing. To hoard days as a miser hoards dollars. To make every hour bring me dividends, increased knowledge, or healthful recreation. To keep my future unmortgaged by debts. To save as well as earn. To cut out expensive amusements until I can afford them. To steer clear of dissipation and guard my health of body and peace of mind as a precious stock in trade, not to be lightly valued.

"Finally, to take a good grip on the joy of life. To play the game like a man."

\* \* \*

We were talking about professional advice, and one of the gathering said: "You can't get professional advice free."

My friend W. J. Burton of W. J. Burton Company, Detroit, Michigan, interposed:

"Oh, yes you can," he said, "your doctor will talk law as long as you will listen and your lawyer will give you medical advice on any ailment you bring up for discussion."

\* \* \*

It is useless to waste many words upon anything which is perfectly obvious, according to my friend Fred Muzzy of Springfield, Massachusetts. He furnishes a case in point in the example of a neighbor who went to a lecture on phrenology the other night. The neighbor allowed himself to be examined by the lecturer.

"Married, I presume?" said the phrenologist cautiously.

"Yes," said the neighbor.

"Many of the protuberances, ladies and gentlemen," said the lecturer, with confidence, "which we find upon

the heads of persons in various walks of life may be passed as having no phrenological significance, as in the case of the gentleman whom I have now under examination," etc.

\* \* \*

The importance of the right word in the right place is emphasized in the following anecdote by my friend T. E. Doremus of the Du Pont Powder Company, Wilmington, Delaware:

Two Boston school teachers were passengers on an overcrowded elevated train one evening recently, and one of them, who likes a little joke, thought he saw a good chance to catch the other, who is noted for his precision of speech.

"Mr. Smith," he said, "can you tell me if there is any difference between the words 'made' and 'manufactured'?"

Mr. Smith, who thought he was asking his opinion in regard to some technical point, thought a minute and said:

"I think not, Mr. Brown. 'Made' could be used in place of 'manufactured,' and vice versa."

"Wrong," said Mr. Brown, "and I'll prove it. Take this car, for instance. It was manufactured to carry 100 passengers, and it is made to carry 300."

\* \* \*

No matter how great may be the divergences of character in the world of business, it is an indisputable fact that few pessimists ever win big fortunes. Profits are the guerdon of the man who smiles and buckles down to work with a song on his lips. Clement Yore has put the fact into snappy verse in this wise:

**The Dogma of Success.**

If you want to succeed  
And get what you need,  
And a little bit more beside,  
Don't worry, but hurry,  
Life's only a flurry,  
And ships come in with the tide.

Don't fret at dirt,  
You know it won't hurt,  
And it helps along the game.  
The turtle runs slow,  
But all of us know  
He travels just the same.

If a fellow twits  
And around you flits  
Like a moth around the flame,  
Remember the tale,  
Don't set up a wail,  
Some day you'll laugh at his game.

At dusk or at dawn,  
Laugh and don't yawn,  
For a yawn's an infectious thing.  
There's plenty of sleepers,  
And shirkers and weepers;  
The world wants the bee, not the sting.

If you go out on Sunday,  
Don't dream of it Monday—  
That peels the percentage of work.  
When you go in for fun,  
Go in on the run,  
And don't let your grouch make you shirk.

It's only the smilers,  
The really worth whilers,  
The men who pull the earth on.  
Anybody can drop,  
Quit, renege, or stop,  
But winners keeping coming on strong.

If you're poked on the nose,  
And feel that a doze  
Would do you a whole lot of good,  
Get up with a vim  
And go after him—  
It's the way all good fighters should.

## UP TO THE MINUTE NEWS SIFTINGS

The Sunway Stove Company, Delaware, Ohio, contemplates a plant addition.

The Bostic Stove Company, Lapeer, Michigan, recently suffered a fire loss. The plant is being rebuilt at a cost of about \$10,000.

### ISSUES SAVINGS STAMP IN NEW FORM.

Thrifty Americans can now buy their Savings Stamps in denominations of \$100 and \$1,000. Secretary of the Treasury Glass has authorized the issue of "Treasury Savings Certificates" representing these amounts, to meet the insistent demand for savings stamps of large denomination which has followed the development of the thrift movement throughout the country.

The new Treasury Savings Certificates are exactly the same security, on exactly the same basis with the same exemptions from taxation, and sold on exactly the same terms as the War Savings Stamps which have become the popular investment of the small saver. The Secretary of the Treasury has made the War Savings Stamp convertible into the new Savings Certificates.

The price of the new certificates is relatively the same as that of War Savings Stamps. The \$100 certificate is sold for \$82.40 in January and the price increase 20 cents each month to December, 1919. The \$1,000 certificates sells for \$824 in January and the price increases \$20 each month until December. Twenty War Savings Stamps attached to a War Savings Stamp certificate can be exchanged for a \$100 Treasury Savings Certificate and ten \$100 certificates can be exchanged for a \$1,000 certificate.

The new Savings Certificates of this year's issue reach maturity January 1, 1924. Prior to that date they can be redeemed on ten day's notice for the cost price plus 3 per cent interest.

Certificates of the \$100 denomination will be sold, under Secretary Glass' authorization, at all postoffices of the first and second class, and at such other postoffices as may be designated by the Postmaster General. These certificates also will be sold at banks and trust companies which are agents for the sale of War Savings Stamps in amounts of \$1,000 or more.

The \$1,000 certificates will be sold by banks and trust companies which are authorized agents of the Treasury Department for the sale of War Savings Stamps in amounts of \$1,000 or upwards.

All of the certificates of the \$100 and \$1,000 denominations will be registered in the name of the purchasers by the agents selling the certificates, and the registration will be recorded by the Treasury Department. Hundred dollar and thousand dollar certificates acquired by the conversion of stamps of lower denominations will also be registered. The certificates

will not be transferable.

Despite the fact that the denominations are increased, the Secretary of the Treasury has insisted upon the policy of reserving the Savings Stamps and certificates as a safe and sound investment for the small investor. The \$100 and \$1,000 certificates can be had subject only to the limitation already imposed on War Savings Stamps, which permits a single person to own only \$1,000 worth of these securities.

### TELLS HOW TO GET MORE BUSINESS IN SALE OF STOVE ENAMEL.

There is a market for paint specialties that the average hardware and paint dealer seldom recognizes. Nevertheless a considerable volume of sales could be built up by any enterprising dealer familiar with the following facts:

With the advent of warm weather, the heater which has performed such an important part in keeping the house livable during the winter months is completely forgotten. It has served our purpose; it has apparently ceased to demand our care and attention, but only temporarily.

During the summer months, any indication of dampness or moisture in the basement is bound to affect the efficiency of the warm air heater; the heat conductors, pipes and other metal parts will rust to an unbelievable extent.

The delay in starting the heater during the first cold snap of the coming winter will mean inconvenience and actual physical discomfort, while the replacement of rusted out parts will be an unnecessary expense.

All of this expense, delay and discomfort can be avoided by a little attention now, when the heater is inactive. A coat of some good standard stove enamel to the heavy metal parts will give a glossy black surface which is impervious to rust and is not affected by the heat of the heater when in operation.

The galvanized iron heat conductors of the warm air heater should be given a coat of a standard galvanized iron primer and finished with one coat of roof and barn paint. The use of a special galvanized iron primer is very necessary as ordinary paint will not adhere to galvanized iron.

If the heat conductors are of tin, simply apply one coat of stove enamel for a gloss black finish, but if color is not a consideration, the roof and barn paint will be found less expensive.

The gas or coal range also demand attention at this time, both for protection against rust and to maintain the spick and span appearance in which the housewife takes pride. For this purpose, stove enamel meets the needs, giving a lustrous black finish that is easily kept clean.



# THE WEEK'S HARDWARE RECORD

*Of Interest to Manufacturer, Jobber and Retailer*

**AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing western hardware and metal prices corrected weekly. You will find these on pages 40 to 45 inclusive.**

The James Maher Tongs and Wrench Company, Delaware, Ohio, will build a plant at Wheeling, West Virginia.

Owen and Moore, hardware dealers at Shelbyville, Kentucky, have increased their capital from \$20,000 to \$50,000.

The plant of the Union Fork and Hoe Company at Columbus, Ohio, was damaged by fire and plans are now being made for rebuilding.

The Aluminum Wire Manufacturing Company, Elmira, New York, has started on an addition, 90x155 feet, with an extension, 86x90 feet.

The Mobridge Hardware Company, Mobridge, South Dakota, has been incorporated for \$50,000 by W. H. Will, H. C. Green and W. J. Perry.

The Perfection Shear Company, Bridgeport, Connecticut, has been incorporated for \$500,000 by E. F. Von Weytberg, G. P. Brett, Jr., and A. Dunn.

The Consolidated Hardware Company, Morehead, Kentucky, has been incorporated with a capital stock of \$50,000 by E. E. Maggard, S. M. Bradley and F. M. Cook.

The Standard Saw and Tool Manufacturing Company, Boston, Massachusetts, has been incorporated for \$50,000 by Harry E. Richards, D. F. W. Douglas, and J. Edward Fuller.

The Barlow and Seelig Manufacturing Company, Ripon, Wisconsin, manufacturers of washing machines, has let a contract for a new factory, 50x130 feet, costing about \$30,000.

The Masback Hardware Company, 82 Warren Street, New York City, has been incorporated with a capital of \$500,000. R. J. Masback, E. R. Masback and E. L. Steckler are the incorporators.

## PITTSBURGH STEEL COMPANY ISSUES SEPARATE CATALOGUES OF ITS VARIOUS PRODUCTS.

There is an unmistakable advantage in having a separate catalogue for each class of products. The merchant who is interested in data concerning wire fences prefers to have the information regarding this subject in compact and separate form, unmixed with details of other products which have no bearing upon the goods desired. Having all the particulars in a single booklet or catalogue, the prospective buyer is protected against the distractions of a general or miscellaneous catalogue and it is made more easy for him to concentrate his attention upon the individual commodity or group of commodities. The Pittsburgh

Steel Company of Pittsburgh, Pennsylvania, displays good judgment, therefore, in issuing separate catalogues of its various products. For example, there is an individual catalogue for "Pittsburgh Perfect" Fence, "Columbia" Fence, and Railroad Fence. The Company publishes a General Nail and Wire catalogue and a Cement Coated Nail catalogue. In addition special fence circulars are supplied to dealers and jobbers. It is the policy of the Pittsburgh Steel Company to coöperate in every reasonable manner with its customers in the marketing of its products. An Electrotrope circular and a Lantern Slide circular are issued by the Company to acquaint dealers and jobbers with illustrations to be used in advertising. Promptness, courtesy, and willing cooperation are extended to retailers who enter into business connections with the Pittsburgh Steel Company, Pittsburgh, Pennsylvania. A letter addressed to the Company at Pittsburgh, Pennsylvania, will bring catalogues and advertising matter to those interested.

## IS EQUIPPED WITH BALL BEARINGS.

The Lovell Manufacturing Company of Erie, Pennsylvania, gives a five year guarantee with its clothes wringers and makes the statement that it is able to offer such a guarantee because actual tests of service have proved that these wringers will last much longer



Anchor Brand Clothes Wringer, with Reversible Water Board, Made by Lovell Manufacturing Company, Erie, Pennsylvania.

than that period. The Anchor Brand Clothes Wringer, with reversible water board, is shown in the illustration herewith. This wringer has the Safety Cog Wheel Shield which is an important feature. In the old style wringers, there was a

great deal of danger—children often catching their fingers between the cog wheels. In the new wringer, this is an impossibility. The bearings are enclosed but can be easily oiled and cleaned and are unobstructed. Clothes can not be ruined by the grease from the bearings and it can not affect the rubber on the rolls. The clamp screws and pressure screws are electro galvanized after the threads are cut, and the ball bearings are also electro galvanized. This makes all these parts rust proof. Further particulars may be obtained from the Lovell Manufacturing Company, Erie, Pennsylvania.

## *The Chicago Retail Hardware Association Takes a Day Off for Picnic and Games.*

For many weeks the members of the Chicago Retail Hardware Association and their families had been looking forward to July 16, the day when their big picnic was to be held. The anxious wishes of everyone that the day would be full of sunshine came true. Early in the morning the sun shone from a clear sky and in hundreds of homes the women folks were busy putting up baskets full of good things to eat.

As early as 10 o'clock the women and children began arriving at St. Paul's Park, Morton Grove, Illinois, where the big doings were held. Many came by automobiles. Others reached their destinations by way of the Chicago, Milwaukee & St. Paul Railway, on which they had a pleasant ride traveling through charming country and new subdivisions, where the live hardware men were glad to see many buildings in the course of construction.

The numerous big trees in the park made the air underneath them cool and comfortable. After a short walk in the hot sun this shade was enjoyed with double pleasure. Early in the afternoon the crowd grew larger by several hundreds and soon the ball game between the Dealers and the Jobbers and Manufacturers was called. A big part of the immense gathering braved the heat of the open field and watched the exciting game. It was played with an indoor baseball, which prevented serious accidents and made the game fast. Good playing on both sides gave the watchers many chances to cheer and applaud their favorites. The team composed of Jobbers and Manufacturers won by a score of 6 to 3.

The lineup of the opposing side was as follows:

Dealers Team.	Manufacturers & Jobbers Team.
Smith—C. F.	Smith—Catcher.
Stuckart—1st. B.	Remke—Pitcher.
Geiger—L. F.	Ruhling—1st. B.
Wallace—R. F.	Walliman—2nd. B.
Ruhling—2nd. B.	Brokamp—3rd. B.
Armbruster—S. S.	Loder—L. F.
Speck—3rd. B.	Kemp—C. F.
Vaughn—Catcher.	Siersma—R. F.
Gormley—Pitcher.	Fishley—S. S.
	Lewis—S. S.
	W. F. Waller—Umpire.

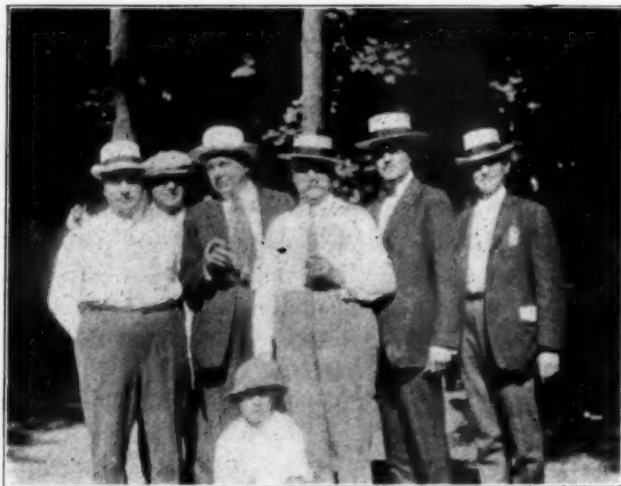
After the game the players and fans returned to the shade and the "bar." Each player on the winning team was presented with a sterling silver Eversharp pencil.

The floor of the big dancing pavilion was in fine condition and an orchestra furnished good music for the dancers. Things kept moving fast and soon the attention of the outsiders was called to the beginning of the Boys' Races. The lads from 7 to 10 ran first. Two heats and a final were required to bring the field down so that the best five runners could be picked. One small youngster, who reached the finals, fell near the finish and as he was well in the lead the judges decided to create a sixth prize for this race so that he would receive credit for his efforts, which cost him

several sore spots on the knees and hands. The Boys' Race for those from 11 to 16 followed and the finish line was moved back. Four heats and a final were necessary to decide the best five athletes in this race.

The Girls' Races were run in the same manner and then the winners took time to see what prizes they had won. The mothers and fathers seemed to enjoy the running much more than anyone else. The judges had considerable trouble keeping the track clear of them and other admirers.

After the Races the Ladies' Ball Throwing Contest opened. A wire netting was strung from one tree



Group Consisting of Henry Stuckart, John J. Kelley, S. J. Koehler, John Schuberth, R. A. Kahlenberg, and Frank R. Cooke.

to another and a cooking pan about 6 inches wide was fastened in the middle at the top. The ladies stood at a distance of about 50 feet and soon every fair one at the picnic was trying her best to hit the pan. Many tried but few succeeded. More than 75 balls were thrown before the pan was hit for the first time and the strike was a signal for a burst of cheering that could be heard all over the park.

Immediately after the Ball Throwing contest the Ladies' Potato Game was held. Each contestant had a row of ten potatoes which were placed on the ground about 2 feet apart. The potatoes were supposed to be taken up with a tablespoon without the aid of the free hand or the player's foot and brought back to the starting point. There was much excitement as to whether this or that lady was playing fair but there was too much fun watching them hurry back and forth to notice the regulations. After three heats the final was called and a hot finish was witnessed.

For a few minutes the happy throng was free to rest. During such brief moments as this the children were lined up and led around the refreshment house. Each time they came around they were handed some-



thing different to eat or to play with. Some of the free prizes which they were given were cracker jack, chocolate, candy, and toy balloons. This to the kids was the feature of the whole day.

At 6.30 sharp the main event of the day and the game every one could play started. It was the ever-exciting Coupon Drawing. The counters on the four open sides of the combination "bar," ice cream house and prize depot soon became packed with people, all holding their coupons and listening carefully to the calling out of each number. At 7 o'clock only a small portion of the 52 prizes had been passed out and those who had to catch the 7.14 train left the park. The biggest part of the 500 or more stayed on to the finish although it meant that they had to wait until 10.24 for the next train home. Those who had their motor cars had little worry about time and there were upwards of a hundred autos in the park.

Everyone who was lucky enough to have been there went home happy but somewhat tired. Nearly everyone had some kind of a prize to take with him and how some of the prizes were finally taken home is a puzzle. Unless the man who won the Hangers and Track donated by the Coburn Trolley Track Manufacturing Company for a garage had an automobile with him he was out of luck. They were about 15 feet long and must have weighed all of 100 pounds. Another prize which was nice to win but hard to get home was a Whitaker-Glessner Company Ash Can, which stood about 4½ ft. high.

The Entertainment Committee, consisting of John



Henry Stuckart, Veteran Hardware Dealer and Treasurer of Cook County, Illinois.

Schuberth, chairman, S. J. Koehler, Martin Engelhart, Ed Meier and C. F. Gauger, established a standard of achievement which future committees of the kind will find difficult to surpass.

With Fred Ruhling as chairman, the Dance Committee, namely, Leo Krueger, Otto Hagen, G. Wiersig, Charles Stasek and Gus Engelhardt, prepared an

excellent program, secured the services of good musicians, and then displayed wisdom of a high order by exercising the smallest possible minimum of authority in the management of the dances. Many a picnic has been spoiled for the young folks by the officiousness of committees clothed in a little brief authority. But the Dance Committee of the Chicago Retail Hardware Association was made up of shrewd,



The Winning Jobbers' and Manufacturers' Ball Team.

broadminded men who know the difference between decorum and prudery.

Enough diversity of character and talent was represented in the personnel of the Committee on Games to manage the league of nations. It comprised the following: Andrew Dease, chairman, Allan J. Coleman, F. G. Russell, C. G. Barth, John Jourdan, H. W. Beegle, William Waller, Joe Storey, Harvey Manny, John Mills, Tom Bowler, A. Vere Martin, Ed. Swift, A. J. Lauritzen, Milton Silverman, W. H. Wimpres, Charles M. Thon, John F. Jacobs, Gus Ruhling and E. Tressing.

Many of the coupon drawing prizes were donated by out of town firms. A No. 400 hand saw and a No. 53 hand saw were given by E. C. Atkins and Company, Incorporated, of Indianapolis, Indiana. Two wringers were donated by the Lovell Manufacturing Company of Erie, Pennsylvania. The Whitaker Glessner Company of Wheeling, West Virginia, contributed a big ash can, worth a small fortune as such things go nowadays. For the Girls' Race, 7 to 10 years, Tuttle and Bailey of New York City and Chicago donated a practical savings bank.

Among Chicago houses which donated articles for prizes are George W. Diener Company, the Cicero-Chicago Corrugating Company, Vaughan and Bushnell Manufacturing Company, Northwestern Stove Repair Company, and the Rehm Hardware Company.

The spirit of good fellowship which prevailed throughout the day's diversions was well exemplified by such veteran hardware men as Henry Stuckart—who, by the way, is Treasurer of Cook County in which Chicago is located—John Schubert, "Si" Koehler, Martin Engelhart, T. J. Bowler, Irving Kemp and scores of others.

Conspicuous among those who attended the picnic was C. F. Wooley, the oldest hardware dealer in Chicago. At his store out on Archer Avenue he has seen successive waves of immigration change the entire

character of his neighborhood time and time again. But always he has been able to gain and hold the good will of his customers because the principles of sound merchandising are effective with people of every nationality.

The Whitaker-Glessner Company, Wheeling Corrugating Department, Wheeling, West Virginia, was ably represented by J. J. Kelley from the Chicago office of the company.

Dog harness and muzzles and auto straps constitute



Irving S. Kemp of Vaughan and Bushnell Manufacturing Company, Chicago, Illinois, as He Appeared After the Ninth Inning of the Ball Game.

a business which is not ordinarily thought of in connection with the selling of hardware, yet it is not an insignificant factor in swelling the total volume of sales. A. Loderhose of A. Loderhose and Company, Chicago, was at the picnic to see that this branch of the hardware trade received due representation.

W. F. Waller of the Cicero-Chicago Corrugating, who was with Hibbard, Spencer, Bartlett and Company for twenty-four years, knew almost every dealer on the grounds. As city sales manager for Hibbard, Spencer, Bartlett and Company he had had pleasant business relations with them which in numerous instances developed into warm friendships. His unvarying good humor in the discharge of the delicate task of umpire of the ball game at the picnic won for him praise from the members of both teams.

#### **HARDWARE FIRM BEGINS BUILDING A WAREHOUSE SIX STORIES HIGH.**

The need to provide for a greater volume of trade in immediate prospect as well as to give greater facilities for the handling of present business has made it imperative for Farwell, Ozmun, Kirk and Company, hardware jobbers of St. Paul, Minnesota, to increase their storage and distributing plant in that city. Accordingly, the firm has planned and is directing a two hundred thousand dollar warehouse at Fairfield Avenue and Water Street, Minneapolis. The new struc-

ture is to be of reinforced concrete, six stories high and a basement, on a 300x110 foot tract. In conjunction with the buildings already used by the Company, the new warehouse will afford a total floor space of twenty-one acres. The entire plant will cover a whole block with ample railroad connections.

#### **GIVES A LIST OF SIXTY-ONE TRADE PRACTICES CONDEMNED BY THE FEDERAL TRADE COMMISSION.**

The American Specialty Manufacturers have compiled a list of trade practices which have been condemned as unfair by the Federal Trade Commission. They are as follows:

1. Agreements to give dealers special commissions or rebates, provided they deal in the seller's goods exclusively.
2. Giving cumulative discounts or rebates to dealers whereby they receive at the end of a fixed period certain rebates or discounts based upon the aggregate purchases during that period.
3. Selling to such dealers only who will refrain or agree to refrain from dealing in competitor's goods.
4. Effecting contracts for advertising, subject to cancellation if competing goods are advertised in the same medium.
5. Guaranteeing customers against decline in price of goods purchased, and not resold by such customers at the time of any subsequent decline in the prevailing market price of such goods.
6. Effecting long-term contracts with customers.
7. Effecting exclusive contracts to manufacture or sell, e. g., contracts to manufacture exclusively for respondent, not to sell to competitors, not to deal in any other similar products except with the permission of respondent, not to sell to non-members of a dealers' organization.
8. Agreements with dealers not to sell competing goods of a similar color or substitutes for or imitations of respondent's goods.
9. Failure to perform numerous contracts to sell because of an advance in the market price of the product sold and the surreptitious market of such product through another concern at the higher prices.
10. Effecting resale price maintenance by contract, agreement or refusal to sell.
11. Purchasing one's own products from dealers selling such products at less than the fixed and standard resale prices.
12. Inducing and causing contracts affecting competitors to be broken, rescinded or delayed.
13. Claiming, exercising and maintaining a monopoly in the sale of products.
14. Procuring others to make bogus and spurious requests for estimates from competitors.
15. Inducing, through actual or threatened withdrawal of patronage, the discontinuance of the furnishing of supplies to a competitor.
16. Effecting commercial bribery through the corrupt giving by a seller to the employe or agent of a customer of any money or other thing of value or entertainment with the purpose of influencing the re-



ipient in relation to the business of his employer or principal.

17. Issuing lottery premium coupons.

18. Wilfully damaging or tampering with competitor's property.

19. Discriminating in prices between purchasers or localities.

20. Espionage, as through employing secret agents to spy upon competitors' business, surreptitiously entering the factory of a competitor to procure drawings of machinery, procuring trade secrets, bribing railroad employes to obtain information as to competitor's shipments, trailing delivery and sales agents of competitors, requesting employes and dealers to spy upon other dealers.

21. Enticing employes of competitors.

22. Instituting unwarranted suits against competitors.

23.—Interfering with a competitor's business by purchasing from dealers the goods of such competitor and substituting one's own, and by following salesmen of a competitor to hinder and embarrass them in the performance of their duties.

24. Threatening to sue a competitor for the purpose of intimidation.

25. Threatening to force competitors out of business unless they refrain from selling in certain territories.

26. Intimidating, threatening, boycotting, molesting or obstructing of competitors, generally.

27. Dividing of territory and limiting of selling area by competitors.

28. Threatening to cut off dealers' supplies unless purchased from respondent.

29. Refusing to sell unless dealers will purchase other supplies, unless dealers will agree not to sell the products of a competitor, unless dealers will agree to sell at standard resale prices fixed by the seller.

30. Selling or offering to sell below cost or at less than a fair profit.

31. Selling at less than cost upon the condition that the customer will simultaneously purchase other merchandise upon which a profit is made or selling certain products at a loss and recouping on others.

32. Selling food unfit for human consumption.

33. Simulating the trade name, trade-mark, cartons, slogans, advertising matter or appearance of the product of a competitor.

34. Concealing interest in other concerns.

35. Maintenance of bogus independence and cutting of prices through such bogus independence.

36. Agreements whereby equipment necessary to handling certain products is loaned on condition it shall be used exclusively in connection with respondent's products.

37. Selling machines under license agreements whereby purchasers may not use therewith the supplies of competitors, and may not use the seller's supplies either on competitor's machine or with the supplies of competitors.

38. Entering into an agreement, understanding or pool by competitors to maintain prices or to allot business.

39. Locality price cutting.

40. Threatening to sell and selling direct to consumers in order to compel retailers to handle the seller's goods exclusively.

41. Purchasing entire output of raw material.

42. Infringement of patents, trade-marks and copyrights and prosecutions for alleged infringement.

43. Making up cost sheets in reckless disregard of true costs.

44. Impairment of competitive power of other concerns through stock control.

45. Price fixing through contracts, associations and combinations.

46. Effecting a restraint of trade through contract, combination or conspiracy.

47. Organizing of trust to increase prices.

48. Agreements between competitors to limit output.

49. False and misleading advertisement.

50. Misbranding.

51. Misrepresentations and false statements, either about one's own or a competitor's merchandise or business.

52. Defamation, libel, slander, disparagement of competitor's goods or business.

53. Passing off goods as of other manufacture.

54. Misuse of letter from Commission and disobedience of order by Commission.

55. Agreements between manufacturers, members of an association, and laborers whereby the latter do not work for non-members or for manufacturers not maintaining standard prices.

56. Appointment by a wholesalers' association of committees to confer with manufacturers to adopt certain sales methods.

57. Compelling members of an association against their will to maintain standard prices by fines and withdrawals of labor.

58. Publishing of blacklists by an association.

59. Inducing organizations to influence their members not to sell to competitors.

60. Inducing and compelling manufacturers, through an association, not to recognize certain dealers as legitimate jobbers, entitled to buy at jobbers' prices.

61. Combination of buyers to force down purchases by refusal to purchase.

#### PLANS OLD TIME BASKET PICNIC.

The Hardware Guild of Cincinnati, Ohio, has for its purpose to promote the interest and to secure the friendly cooperation of retail hardware merchants. Its officers believe that the bringing together of hardware folk in meetings of an informal character is an excellent way to get them on a friendly footing with one another. It is with this object in view that an old time basket picnic has been arranged by the Hardware Guild at Highland Grove, Tuesday, July 22, 1919. Coffee and other beverages will be provided, but the members will be required to bring their eatables. The program of the picnic includes dancing, baseball, bowling, and athletic contests of various kinds.

### PLANS A GREAT HARDWARE EXCHANGE.

October 15 is the date decided upon for the opening of the International Hardware and Housefurnishing Exchange, which is to be one of the permanent expositions of the Merchants' and Manufacturers' Exchange in Grand Central Palace, New York City. Since the announcement made some weeks ago that the Merchants' and Manufacturers' Exchange of New York was to take over Grand Central Palace for the purpose of turning it into a mammoth trade clearing house, considerable comment has been made in many lines of industry, especially in the hardware field.

The new enterprise enjoys phenomenal backing. The Nemours Trading Corporation, of which Alfred I. du Pont is president, owns and controls the Merchants' and Manufacturers' Exchange of New York. It has branches in all of the leading cities of the world, consisting of 10 branch offices and 3,000 foreign selling agencies.

The Hardware Exchange will fill a long-felt want in its own particular field. The development of both foreign and domestic trade to which the venture looks forward unquestionably will be remarkable during the next few years, and in this development the Merchants' and Manufacturers' Exchange in general, and the Hardware and Housefurnishing Exchange in particular, will be big factors.

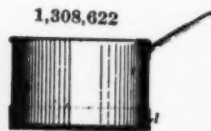
The fame of the enterprise is spreading throughout the world and newspapers and trade papers in many foreign countries already have commented upon it most favorably. It is practically assured that Grand Central Palace is destined to become a mecca for buyers both domestic and foreign.

Through representatives of the Nemours Trading Corporation, inquiries from many parts of the world where hardware and other commodities are desired will be referred to the Merchants' and Manufacturers' Exchange, and those pertaining to hardware and housefurnishing goods will be referred to the Hardware Exchange and exhibitors of the specified lines of goods so notified.

One great talking point of the Merchants' and Manufacturers' Exchange is that buyers going to the Palace who are interested especially in one line of goods in one exchange will also take advantage of the opportunity to visit the other expositions and exchanges in the building at the same time, with the result that they will find other things of interest in addition to what they came especially to see. Inquiries regarding the International Hardware and Housefurnishing Exchange should be addressed to Suite 421, 405 Lexington Avenue, New York.

### ENAMELED OR GRANITE WARE COOKING UTENSIL IS PATENTED.

John A. Caldwell, Vancouver, British Columbia, Canada, has secured United States patent rights, under number 1,308,622, for an enameled or granite ware cooking utensil, described in the following:



The combination with an enameled cooking vessel or the like, the side of which is integral with the bottom, a removable

attached protecting ring of sheet metal, around the bottom outside corner, and conforming to the outside wall of the vessel, the said ring having a narrow portion of the bottom edge turned inwardly, in contact and in a plane with the bottom of the vessel, thus forming a cushion and protection for the enamel on the bottom corner of the vessel, all as shown and described.

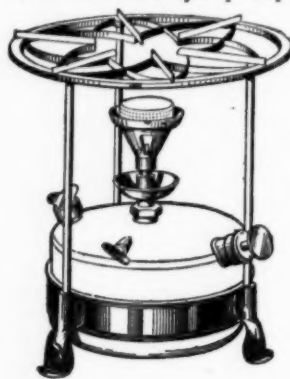
### SELL AMERICAN RAZORS IN TRINIDAD.

Before the war, most of the razors sold in Trinidad, British West Indies, were hollow ground and of German manufacture, according to Henry D. Baker, United States consul in that city. American and English razors now dominate the local market, and American safety razors have met with such increasing sale that now the trade in them includes the larger part of the razors sold, and the trade in safety-razor blades has become a growing feature of importance, especially in department stores. Users of razors in Trinidad may have their preferences between single blade and safety razors, but they are nearly always particular to request kinds which have well-established reputations and have been well advertised, and they do not readily take up with the new kinds of razors, even when cheaper in price.

The price of blades of the best-known American safety razors have not changed there during the war. Local dealers are allowed discounts of 30 per cent on every gross of blade packets imported and 40 per cent on every 10 gross imported, but apparently there are no dealers who import more than a gross at a time. There are three makes of safety razors on the market in Trinidad. The duty on razors and blades is 10 per cent.

### MAKES A COMPACT CAMPING STOVE.

This is the season for outings, long motor trips, camping parties, etc. Persons planning such diversions are always prospective buyers of labor-saving



Vesuvius Camping or Motoring Stove, Made by the Ringen Stove Company, Division American Stove Company, St. Louis, Missouri.

and convenient camping supplies and utensils. In the accompanying illustration is shown the Vesuvius Camping or Motoring Stove, manufactured by the Ringen Stove Company, Division American Stove Company, St. Louis, Missouri. This is said to occupy very little space and has a very powerful gasolene burner. The Vesuvius Camping or Motoring Stove will find ready purchasers among

the out-of-door folks and on account of its usefulness, good working qualities, and excellent make, it is certain to be a ready seller. Dealers are urged to write immediately for descriptive circular and further particulars to the Ringen Stove Company, Division American Stove Company, 825 Chouteau Avenue, St. Louis, Missouri.



### SHOWS HOW HARDWARE DEALER CAN BUILD UP PROFITABLE TRADE IN FISHING TACKLE.

The fisherman is likely to be a man whose trade is desirable. Fishing is the sport of the shiftless man, it is true, but it also is the sport of the rich man. Your plutocrat who has become too heavy—and perhaps, indeed, too lazy—to indulge in other sports likes to fish because it requires no exertion. Tennis is too strenuous, hunting requires a great amount of walking and climbing over fences and across ditches, golf necessitates a certain amount of walking—especially if you don't drive straight—but all that is necessary for the fisherman is to sit still and drop a line over the side.

It is a lazy man's sport, perhaps, but it provides all the excitement of a rapid moving game like tennis and gets the sedentary man out into the open air as much as golf or any other outdoor game does.

The city business man who spends long hours in a stuffy office may take up fishing in the first place because it is healthy but he soon will learn to like it for itself. His doctor may have sent him on his first fishing trip, but the black bass or "musky" will summon him to his second.

Many of these business men who have been ordered by their physician to go fishing are men who have been so busy making money that they have not considered their health. Most likely they have succeeded in acquiring wealth, but it has been at the expense of their bodily welfare. They are men of means and ought to be good customers of a hardware store.

A wealthy man is not necessarily a man you would like to do business with; in some cases he does not pay his bills with any more promptness than the man who is pinched for money; but being a man of means he will find that he has more wants to be satisfied than the poor man has and he will buy more. A man who has a hard time to earn money enough to buy food would prefer spending his money for corn beef and cabbage rather than for screen doors; a rich man considers a screen door a necessity.

Wealthy men—taking the average ones of course—buy more hardware than the poverty stricken ones just as they buy more groceries and more clothes because they see no reason for denying themselves. The rich man is a good customer because he buys often—and in many cases the rich man is a fisherman. An assortment of fishing tackle that will attract his attention and give him a good opinion of your store probably will make a permanent customer of him.

#### Suggestions for Selling Fishing Tackle.

A friend in the big factory in your town probably can get hold of the vacation schedule. He probably will be willing to tell you not only when but which of the men are going on a fishing trip. Advertising matter mailed to these men some time before the contemplated trip may make a sale.

Ask your friend the doctor, whom he has ordered on a fishing trip. You may sell an outfit to the convalescent. This may seem to be a small matter. Perhaps in this way you may sell only two outfits a year,

but as Mr. Carnegie said when paid his \$350,000,000 of Steel bonds, "Every little helps."

A mutual aid society might be formed with a summer resort owner and a hardware man as members. The resort owner sends his booklets to the hardware man who offers them to the men buying fishing tackle and the summer resort proprietor reports the names of the men in the hardware dealer's town who have written for the resort pamphlets. The retailer then sends advertisements of his fishing tackle to these inquirers.

Some years ago in an Indiana town it was a popular custom to fish in the river on Sunday. On the day of rest the banks of the Maumee would be lined with fishermen, fisherwomen and fisherboys. Whole families would take baskets of lunch and make a picnic day of it.

These piscatorial devotees caught few fish—the river never did abound in fish—but the day was spent pleasantly. Families used fishing as an excuse for a day of the best kind of healthy and innocent recreation.

Then gradually the custom began to die out. The old men went the way of all mortals. The young ones either forgot the fun they used to find in days spent along the river or else they sought more lurid pleasures. A few years ago the river was deserted on Sunday as well as on other days.

Now the Maumee was as good fishing ground then as it ever had been—as has been said it never had been especially good—and one dealer in fishing tackle conceived the idea that the custom of frequenting it had died out for no real reason. Believing greatly in the force of example, he took his family one Sunday and spent the day fishing and picnicing along the river.

People passing along the road above him and on the trolley on the other side of the river noticed him and while they were sweating in the overheated summer park theater, probably envied him. At least this is the result—he spent the first Sunday alone; the second week there were three families fishing; by the fifth week there were about eight families and a few stray sweethearts to keep him company.

Fishing has not revived in that town yet—perhaps it never will revive. The lure of the summer park, the moving picture show and the automobile may prove too strong, but is an interesting experiment and ought to make sales for fishing tackle.

Timing your fellow men's afflictions for business reasons may seem to be a queer sort of system of merchandising—but business is business. About August tenth of each year, Northern Michigan, Wisconsin, Minnesota and Southern Canada are invaded by an army of hay fever patients. They go there by the thousands and many of them take fishing tackle with them. It is a good idea to know when the hay fever season starts.

Many of the fishermen who take a summer fishing trip own their own boats—power launches, sail boats, row boats or canoes. There are many little hardware accessories not only for the fisherman—like patent back rests, fish pole holders, etcet.—but for the boat owner generally. It is well to have these accessories in stock and to push their sale.

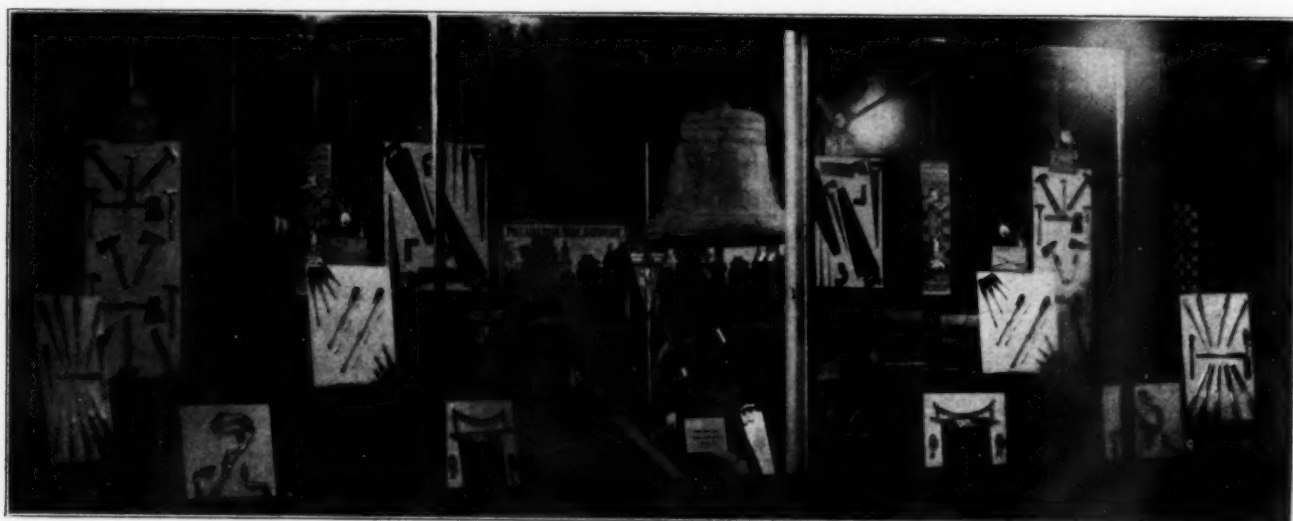
# PRINCIPLES AND EXAMPLES OF GOOD WINDOW DISPLAYS.

## NATIONALLY ADVERTISED TOOLS ARE TRADE-WINNING ARTICLES IN A WINDOW DISPLAY.

Every big city has municipal water works with mechanical equipment capable of supplying the fluid to every home and building. The householder who, instead of availing himself of this modern system, goes down to the river or lake and hauls water to his house in buckets would not be adjudged insane in the ordinary court of law. His neighbors, however, would, in all likelihood, question his possession of any perceptible degree of common sense. It is true that by this slow process of hauling the water in buckets he could keep his house supplied for all essential pur-

tion of an article nationally advertised unless he maintains a fixed standard of quality. The national advertising of the article, by stimulating demand, renders possible increased volume of production. The stimulated demand, however, must be continuous in order to keep up the augmented volume of production. If the quality of the article depreciates the demand will diminish. With the diminution of demand necessarily comes lessening of the volume of production. This circle of cause and effect has no break at any point in its circuit. The logic of it is that nationally advertised commodities are of the best quality and give the most satisfying services.

These are truths capable of demonstration not only by the laws of syllogism but by the daily experience



Window Display of Nationally Advertised Tools Arranged by H. H. Haynie for A. Deutz and Brother, Laredo, Texas.

poses. The cost in time and labor would be extremely high in comparison with the services available through the municipal water system. This illustration will serve to point the difference between displaying and selling nationally advertised commodities and carrying in stock and exhibiting goods of unknown quality.

By strenuous salesmanship and long hours of labor, the hardware retailer may be able to sell a sufficient quantity of unadvertised articles to meet his current obligations and keep two or three paces in advance of the sheriff. Legally, no one is justified in calling such a dealer foolish or silly. His fellow business men, however—at least those among them who are not his competitors—would not hesitate to declare him far behind the times in merchandising.

Nationally advertised goods build channels of distribution by preparing the prospective customer in their favor through the familiarizing influence of publicity. The hardware dealer who carries in stock nationally advertised commodities has the advantage of thoroughly modernized methods and arguments. In the first place, no manufacturer can continue the produc-

tion of individual hardware stores. The unbranded article or the article with a trade-mark that has no reputation is harder to sell than a nationally advertised article. It may give the dealer a slightly larger profit in dollars and cents. Actually, however, it returns him less profit, when considered from the angle of good will of his customers, smaller ratio of sales, and greater number of complaints from unsatisfactory service.

The window display of nationally advertised tools arranged by H. H. Haynie for A. Deutz and Brothers, Laredo, Texas, is a striking example of the right kind of an exhibit to win new customers and hold the trade of established patrons. The various tools shown in this display are nationally advertised products. They have the guarantee of strong manufacturers.

They are sold to stay sold. Any defect in their workmanship or flaw in their material is promptly remedied without bickering or controversy of any sort. The dealer who handles them need have no hesitancy in recommending them to his customers nor any fear of financial loss in agreeing to take back and

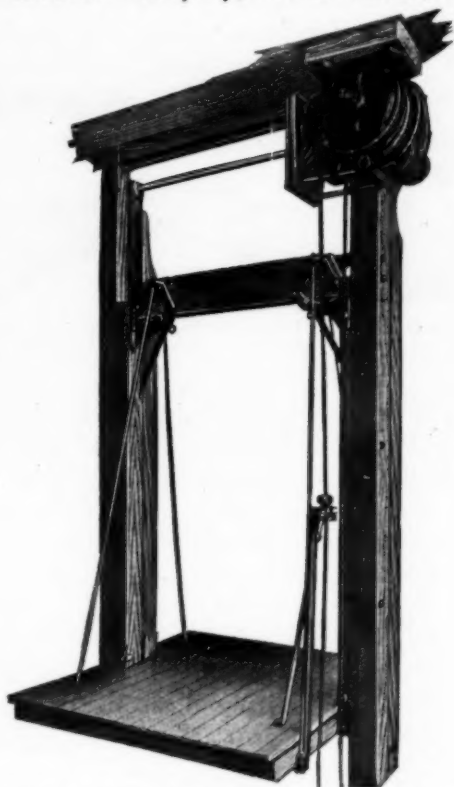


replace a tool that happens to be unsatisfactory. As a matter of fact, it rarely chances that tools of this description are brought back to the store. They stay sold. The profits from their sale can be definitely banked without thought of future discount against them, in the form of dissatisfaction.

A. Deutz and Brother have built up a prosperous hardware trade in the border town of Laredo, Texas, because they have persistently pursued a policy of exhibiting and selling tools and other hardware supplies of standard quality and national reputation. The window display shown herewith is arranged with skill and forethought. The several panels are spaced in such a manner as to avoid crowding and to give maximum distinctness to each group of tools. It is a model display and suggests many points to the hardware dealer.

### CUTS DOWN OVERHEAD EXPENSE.

There are many dealers who are always on the lookout for new time and labor saving devices to reduce business expenses. Such commodities appear on the market from time to time and many of them prove to be very satisfactory. The elevator depicted in the illustration herewith is manufactured by the Kimball Brothers Company, Council Bluffs, Iowa. It



Elevator Made by Kimball Brothers Company, Council Bluffs, Iowa.

is a hand elevator but can be changed to a direct connected electric elevator with little trouble. It has a capacity of eighteen hundred pounds. The motor, controller, and winding machine are all in one piece when it is changed to an electric. A cable passing down to the hatchway operates the elevator. That is, by pulling down on the cable, the current is thrown into the motor for raising the platform. Conversely, pulling up on the cable reverses the current in the motor, making the motor run in the opposite direction and lowering the platform. It is no trouble to stop the elevator on any floor as there is an automatic stop which is used

on the platform. It may be locked on any floor desired. The Kimball Brothers Company, Council Bluffs, Iowa, is at all times willing to give full particulars and price lists to any one writing for them.

### GOOD ROADS BRING MORE CUSTOMERS TO COUNTRY HARDWARE DEALERS.

When I first began work as an agricultural blaster in this locality, it was difficult to induce local hardware and general storekeepers to handle dynamite, says M. C. Potter of Bellevue, Iowa. Most of them expressed the opinion that the profit in it wasn't sufficient to attract them. Now a different view prevails. The dealer sees the matter in an entirely different light. He realizes that it pays him to push the sale of dynamite especially for road building purposes not only because of the profit there is in the sale of the explosives, but because he has discovered that good roads leading into his town greatly increase his trade. In reality the latter is the big thing for the dealer to consider. I venture to say he makes ten times as much in that way as on the sales of the dynamite and blasting supplies.

In the farming section of Iowa most of the farmers own automobiles and if there is anything dear to the heart of the motorist it is a good road. To be able to take the hills on high is a delight to the auto driver. Dealers have discovered that the owner of a car will drive ten to fifteen miles over a good road to do his trading in preference to going three or four miles to a nearer town over a poor road.

Dealers in the smaller towns near Bellevue are losing a great deal of valuable trade simply because they are off the main highways. They have done nothing to bring about road improvements and their only hope of regaining their lost trade is by having the branch roads leading off the main highways to the towns in which they are located so improved as to attract auto travel over them.

I personally know of one road near Bellevue which could be so improved by the use of about eight hundred dollars' worth of dynamite upon it that it would become the best road in the county. The road is four miles long. The cost would, therefore, be two hundred dollars per mile to put it into good condition. If they only realized it, the merchants along this road could better afford to pay the two hundred dollars per mile out of their own pockets than to lose trade as they are doing resulting from its poor condition.

However, it would not be necessary for the merchants to do that. If they would simply bring the matter properly before the attention of the road commissioners, the farmers and the other land owners along the highway, they could not only sell the dynamite and make the normal dealer's profit on it but regain much lost trade now going to other towns having better roads leading into them. I am convinced that if the merchants do not wake up to this fact shortly, they will have to go out of business as their purely local trade will not support their stores. I made this same assertion to one of the merchants affected and he said he believed I was right.

A neighboring town off the main highway was losing trade because of a bad road leading to it. The main

defect was a hill which the automobiles had great difficulty in negotiating. At a cost of one hundred dollars for explosives and labor, I cut down this hill so that the machines can now go up over it on high and as a result, there is more farmer trade coming to the stores in the little town to which this road leads than to the larger place which is the logical trading point, the approaches to which are over only bad roads.

I think if dealers would consider these facts, their attitude toward explosives would change. They would understand there is more to the subject than merely the profits on the sale of the explosives. They would realize that their general trade is in the balance also. They would appreciate the importance of doing everything in their power to bring about road improvement.

### DEVELOP BUSINESS OF SMALL TOWNS.

That two-thirds of the entire population of the United States lives on farms and in small towns of less than 10,000 is a good reason why merchants should make greater efforts to develop business in such circumstances. There are 68,707 towns in America with less than 10,000 inhabitants. A writer in *Judicious Advertising* says that considered together with these figures should be the fact that the total value of all farm products for 1918 reached the stupendous sum of twenty-one billion dollars.

Statistics make dull reading and leave little impression. It takes more creative imagination than anyone possesses to conceive millions of individuals, millions of homes, thousands of towns. Therefore the concept or symbol known as "the average," which in reality does not exist at all, is so convenient and acceptable.

It is impossible to visualize these 68,707 villages throughout the length and breadth of the country, fringing the coast line, dotting the plains, nestling in the mountains. One can picture two or three or a half dozen small towns with which one is personally acquainted, but in so doing fail to grasp the potentialities of over 68,000 of such towns.

Manifestly the total amount of money spent in the towns of 10,000 or less is enormous. This farm family naturally purchases a goodly amount of its needs in the nearby town, just as the residents of the town buy within their own boundaries. This means that two-thirds of the population of the country—over 66 millions of people—trade in centers which individually seem so insignificant that the manufacturer seeking national distribution for his product is prone to overlook them.

For obvious reasons the centers of concentrated population are the most conveniently covered by salesmen and by advertising, which fact is no argument for neglecting this market where 66 million buy.

With the advent of peace the potentialities of the small town market are greater than ever before. Because of their quieter, less complicated life, the small towns have probably concentrated more than the cities and larger towns on war-saving and war-giving. They have invested lavishly in Liberty bonds and Thrift Stamps. They have saved money and conserved food,

clothing and other commodities. They have built no new homes, nor rebuilt old homes.

But other equally important changes have taken place in the small towns during the period of the war. Brought into closer contact with the great outside world by the war, their people have acquired new ideas, new interests, new demands.

Today with greater accumulated savings than ever before, with wider viewpoints, and with the strain and stress of the war removed, the small towns of the country represent a highly prolific field of trade which thus far the national advertiser has scarcely scraped. The writer might have added with justice that trade journal publicity in conjunction with general advertising is the most efficient method for developing this vast market. The trade journal reaches the merchant and reinforces the general advertising by gaining his good will.

### IS ADAPTABLE FOR MANY USES.

The Improved Adjustable "S" Nut Wrench, shown in the accompanying illustration, is manufactured by the Bemis and Call Hardware and Tool Company, Springfield, Massachusetts. As will be noted, this wrench is gracefully designed. It is constructed of high grade materials. It is an all-around wrench and is especially adaptable for corners and confined places where an ordinary monkey wrench is hard to use. The wrench is easily adjusted by the thumb of the



Improved Adjustable "S" Nut Wrench, Made by Bemis and Call Hardware and Tool Company, Springfield, Massachusetts.

hand that holds it as the operating nut is of sufficient diameter. The sliding jaw is provided with a full bearing on the frame when it is open to its widest capacity. The operating nut is made of steel and the sliding jaw is a steel drop forging, all the rest of the parts being strong and durable. The wrench is well made and the parts are interchangeable. These parts are carefully hardened and tempered so that they are efficient for the duty expected of them. Dealers may secure further information and catalog by addressing the Bemis and Call Hardware and Tool Company, Springfield, Massachusetts.

### CHANGE WINDOW DISPLAY REGULARLY.

Don't neglect window displays. Well-dressed windows are one of the best sales producers a merchant has, and they work all the time. Keep the window displays changed regularly.

A stitch in time saves nine. If there is one little hole in your business methods or system, patch it up now. If you let it go till it spreads, you'll have to take nine stitches instead of one.



## COMING CONVENTIONS.

Tennessee Retail Hardware and Implement Association, Chattanooga, Tennessee, August 5, 6, and 7, 1919. Walter Harlan, Secretary, 1426 Candler Building, Atlanta, Georgia.

The American Hardware Manufacturers' Association, Marlborough-Blenheim Hotel, Atlantic City, New Jersey, October 15, 16, and 17, 1919. F. D. Mitchell, Secretary, 4106 Woolworth Building, New York City.

The National Hardware Association, Marlborough-Blenheim Hotel, Atlantic City, New Jersey, October 15, 16, and 17, 1919. T. James Fernley, Secretary, Philadelphia, Pennsylvania.

Automobile Accessories Branch of the National Hardware Association, Hotel Sherman, Chicago, Illinois, December 8 and 9, 1919. A. H. Nichols, Chairman, Detroit, Michigan.

Oklahoma Hardware and Implement Association, Oklahoma City, Oklahoma, December 9, 10, and 11, 1919. W. B. Porch, Secretary, Oklahoma City, Oklahoma.

Wisconsin Retail Hardware Association, Milwaukee, Wisconsin, February 4, 5, and 6, 1920. P. J. Jacobs, Secretary, Stevens Point, Wisconsin.

Minnesota Retail Hardware Association, St. Paul Auditorium, St. Paul, Minnesota, February 17, 18, 19 and 20, 1920. H. O. Roberts, 1030 Metropolitan Life Building, Minneapolis, Minnesota.

New England Hardware Dealers' Association, Mechanics' Building, Boston, Massachusetts, February 23, 24, and 25, 1920. George A. Fiel, Secretary, 10 High Street, Boston, Massachusetts.

Ohio Hardware Association, Hotel Gibson, Cincinnati, Ohio, February 24, 25, 26 and 27, 1920. James B. Carson, Secretary, Dayton, Ohio.

## OPPORTUNITIES FOR FOREIGN TRADE PRESENTED BY BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

The Bureau of Foreign and Domestic Commerce through its Special Agents, Consular Officers and Commercial Attachés is receiving information of opportunities to sell hardware and kindred lines in several foreign countries. Names and locations will be supplied on request to the Bureau in Washington or its District Offices. Such requests should be made on separate sheets for each opportunity, stating the number as given herewith:

29874.—A company in England desires to secure the sole agency on a commission basis for the sale of general merchandise, cutlery, etc. Terms, cash against documents. References.

29875.—The purchase and agency for all kinds of sanitary ware, gas water heaters and construction materials, are desired by a man in Belgium. Quotations should be given c. i. f. Antwerp. Correspondence should be in French. References.

29877.—The purchase or agency is desired by a firm in Italy for general merchandise. Quotations should be given c. i. f. Genoa. Correspondence should be in Italian. Reference.

29878.—A commercial agent in Switzerland desires to be put in touch with manufacturers who wish representation in that country. References.

29879.—The purchase of asbestos packing, piston rings, drills, files, magnets, copper connections, wheels, automobiles, tools, parts, tires and automobile accessories are desired by a firm in Spain. Quotations should be given f. o. b. American port. Terms, cash against documents at destination. Correspondence may be in English. References.

29901.—A wholesale and retail house in Italy desires to purchase rifles, shotguns, powder, shells, cutlery, gymnastic and athletic accessories, shearing machines for animals, fishing accessories, bicycles and motorcycles, roller skates and footballs, etc. Quotations should be given c. i. f. Italian port. Payment, cash. Correspondence should be in Italian or French. References.

29903.—A firm in the Netherlands desires to be placed in touch with manufacturers and exporters for the sale of American goods, and request that quotations with samples, catalogues, etc., be submitted. References.

29907.—A firm in Italy wishes to purchase safety razors, etc. Quotations should be given c. i. f. Italian port. Payment in 30 days with 2 per cent discount or cash. Correspondence should be in Italian or French. Reference.

29910.—Arms and ammunition, bicycles, motorcycles, fishing tackle, sporting goods and specialties for travelers are required by a man in Portugal. Correspondence should be in Portuguese. Catalogues and price lists should be submitted.

29911.—A company in the United States composed of Americans and native Finlanders, who are going to send representatives to Finland, desire to purchase and secure the agency for the sale of all kinds of agricultural implements, hardware, paints, etc. Reference.

29913.—An agent in Columbia wishes to obtain the agency for the sale of hardware of all kinds and household furnishings. Correspondence should be in Spanish. References.

29914.—The representation of American manufacturers of house-heating apparatus is desired by a man in France.

29916.—Catalogues, price lists and samples of cutlery, etc., are desired by a man in Portugal. Payment, cash. Correspondence should be in Portuguese or French. Reference.

29931.—A merchant from France who is in this country desires to purchase from manufacturers only, for Roumania, iron and steel, and products, agricultural machinery, and general merchandise. References.

29933.—A firm in Belgium desires to purchase or to secure the agency for the sale of sanitary ware, heaters for bath, and vacuum cleaners. Quotations should be given c. i. f. Antwerp. Payment, cash against bill of lading at Antwerp. Correspondence should be in French. References.

29934.—A firm in this country is about to send a representative to Cuba to establish branch offices and desires to secure exclusive agencies from manufacturers of all kinds of hardware, tools, nails, roofing materials, and any merchandise that will find a ready sale in that country. References.

29948.—A firm in Persia desires to purchase bicycles, harness, cutlery, etc. Quotations should be given c. i. f. Persian port. Payment upon arrival of goods. Correspondence should be in French. Reference.

29953.—The purchase of metals, lubricating oils, paints, varnishes, etc., is desired by a man in Spain. Quotations should be given f. o. b. American port. Payment, cash against documents or short-time acceptance. Correspondence should be in Spanish. References.

29961.—The agency for the sale of raw materials and manufactured products is desired by a man in Belgium. References.

29964.—A firm in Australia wishes to get in communication with American exporters of metals and metal products, hardware, automobiles and accessories.

## RETAIL HARDWARE DOINGS.

### Idaho.

Richardson and Monks, Bonners Ferry, have sold their hardware store to D. C. Farnsworth.

### Iowa.

Frank Watson has sold his hardware business at Anamosa to G. H. Monroe.

E. L. Billings, T. W. Coughlin and J. H. Crosby have purchased the hardware store of Abbott and Sons at Marshalltown.

### Kansas.

J. Lewis has bought the hardware business of the E. R. Moses Mercantile Company at Hoisington.

R. D. Corken has purchased a hardware stock at Hiawatha.

### Minnesota.

N. Lungren has sold his hardware store at Atwater to the Holm Brothers.

Fjeseth and Digre have bought Johnson and Dorn's hardware store at Hendricks.

J. J. Arensh has sold his hardware store at Lake Wilson to A. Holmberg and Ole M. Olson.

### Missouri.

C. W. Roundtree and Emmett Hirst have bought the hardware business at Stockton formerly owned by Morris and White.

### Nebraska.

Layton and Asch, Pilger, have dissolved partnership in the hardware business, Henry Asch continuing the store.

### Oklahoma.

E. R. Talbot has purchased the stock of hardware from Don Rose at Watonga and has taken charge.

### South Dakota.

Al Stachlo has bought a controlling interest in the Peterson hardware business at Mitchell.

Alex Booher has sold his hardware store at Reliance to N. F. Peterson.

### Texas.

The Gordon-Wilson Hardware and Furniture Company, Coleman, Texas, has been incorporated for \$16,000 by J. F. Gordon, W. S. Gordon and Henry L. Wilson.

### Wisconsin.

D. Jenkins has disposed of his hardware store at Dousman to Raymond and Ed Bischell.

P. A. Haessley has sold his interest in the East Ellsworth Hardware Company at East Ellsworth to the other partners.

### Wyoming.

Albert P. Heitz has disposed of his interest in the Kemmerer Hardware and Furniture Company at Kemmerer.

# ADVERTISING CRITICISM AND COMMENT

*Helpful Hints for the Advertisement Writer*

There is not much persuasive influence in the exhortation, "See us for lawn mowers," etc. If a customer is in need

## SEE US FOR

Lawn Mowers, Garden Tools,  
Fishing Tackle, Builders' Hardware,  
Carpenters' Tools, Paints,  
Oils, Chicken and Rabbit Wire.

### Redding Hardware Company

PHONE WALNUT 746  
202 WEST RENO AVENUE

of fishing tackle, paints, or carpenter's tools, he may be reminded to go to the Redding Hardware Company's store because he has received good treatment there, and to that limited extent the advertisement of this company in the *Daily Oklahoman*, Oklahoma City, Oklahoma, is a good form of publicity. But it is not likely to draw new customers. It is merely a descriptive business card with the firm's name in display type. Although the space which it occupies is small, nevertheless it could be used to feature some particular article with a statement of price and brief, direct selling appeal.

In connection with trustworthy material, reliable workmanship is essential to satisfaction. To gain a reputation for careful craftsmanship operating in conjunction with products of high quality is the goal toward which every owner of a metal-working shop

## Reliable Workmanship

Plumbing of all kinds this shop will do.  
In needed Repair or work that is new.  
Sanitary jobs, done by methods correct,  
Causing good satisfaction in every respect.  
Heating Plants we install in homes all around,  
Keeping up its good record this shop is found.  
Everything in Tinwork executed with care,  
Scund, lasting work at rates that are fair.

Sheet metal products of various kinds,  
Here made to order or in stock you find.  
On all kinds of work we do in this way.  
Pischke's Shop will please patrons, day-after day.

**A. J. PISCHKE**

Phone 338.

HAYS, KANSAS

should strive. It is wise, therefore, to keep before the public the policy of reliable workmanship, as A. J. Pischke does in the advertisement reproduced herewith from the *Ellis County News*, Hays, Kansas. The ancient device of the acrostic is used in the lines of this advertisement to emphasize the name "Pischke

Shop." The verse is not of the sort which would be given a place of honor in an anthology of poems, but it serves the purpose of the advertiser well enough. After all, the main thing is to get people to read such an announcement; and this is effected by the typographical arrangement with its generous allowance of white space.

The "Buster Brown" style of cartoon has been used for so many years that it has lost some of its novelty.



A GOOD RANGE IS AN ABSOLUTE NECESSITY IN EVERY KITCHEN. OUR RANGES "DRAW" WELL AND GIVE AN EVEN HEAT ALL THE TIME. YOU CAN "TIME" EVERYTHING AND KNOW THAT IT WILL BE "DONE" AND COOKED THROUGH.

THERE ARE MANY NEW ATTACHMENTS AND CONVENIENCES ON OUR NEW RANGES THAT SAVE YOU WORK. SAVE YOU WORRY, AND, SAVE YOU FUEL.

BRING IN YOUR WIFE AND GET HER THE SIZE SHE WANTS—THE PRICE WILL BE RIGHT WE'LL SEE YOU ARE PLEASED WITH IT.

USE OUR HARDWARE; IT STANDS HARD WEAR.

**THE WESTERN HARDWARE CO.**

Phone 17

204-206 E. 8th Street

To say the least, doubt may be expressed as to its effectiveness compared with a more conventional figure in the advertisement of the Western Hardware Company which appeared in the *Herald-Democrat* of Leadville, Colorado. The argument in the text of this advertisement has strength and the persuasiveness of sincerity. But its visual influence is weakened by the use of all capital letters in printing it. Oculists agree that sentences set in capital letters are more difficult to read than those set in lower case type. One of the first principles of typography in advertisements is to make the text as legible as circumstances permit. Any strain on the eyes, no matter how slight it may be, militates against its attractiveness. The Western Hardware Company has produced an excellent piece of copy for its ranges and it deserves much better presentation than it has received.



# **AUTOMOBILE ACCESSORIES SOLD BY HARDWARE DEALERS**

The Auto Specialties Company, St. Joseph, Michigan, will soon take bids for a machine shop, one story, 80x400 feet, to cost about \$75,000.

W. F. X. Senftle, 129 College Street, Buffalo, New York, and others have organized the Car Parts Company with a capital of \$40,000. They will fit up a plant.

## **EXPLAINS METHOD OF TRANSFERRING OIL TO THE STORAGE CAN.**

A convenient means for transferring oil from the barrel to the storage can may be devised with the aid of a differential pulley and grab hooks. Fasten the pulley to the ceiling beams directly over the oil storage room doorway. By mounting the cans on caster platforms they can easily be rolled under the suspended barrel. A hole drilled in the bung permits the transfer of the oil without trouble or waste.

## **ELIMINATES SHORT CIRCUITS.**

Short circuits, grounds, and small leaks of current are caused by defective insulation, switches, loose terminals, etc. In eliminating such troubles be sure to go over all the wiring very carefully to make certain that the insulation is intact. See that none of the wires can chafe against another wire or part of the car. Examine all binding posts and clamps used to connect the motor switch, starting motor, generator, horn, dash instruments, switches, and battery. Heavy sulphuration of the battery is caused by a trifling ground in the battery circuit, and a worn starting switch is sometimes responsible for stripped flywheel gears.

## **TELLS WHAT TO DO IN LOCATING AND REMEDYING ENGINE TROUBLE.**

It stands to reason that the hardware man who deals in automobile accessories will increase his sales by knowing what advice or assistance to give his customers who seek his help in motoring problems. Take the case of engine troubles which are obscure in this, that they display no definite symptoms. In such circumstances, the first thing to do is to check the ignition by laying the plugs with cable attached on top of the cylinders. Crank the engine by hand observe the spark at the gaps. If good sparks are produced, proceed to the next unit, namely, the carbureter. If, however, the sparks are weak or if none at all occurs in one or more of the plugs, begin at the plug end and work toward the ignition source. If the plugs are in good shape, then the insulation should be scrutinized, then the terminal at the distributor, then the distributor itself, and so on. If the ignition is

all right, the other requirements for firing are valves and carburetion. Other things in order of importance are air leaks at joints, pistons and rings, cylinders, timing drive, and fuel feed.

## **BATTERY HYDROMETER IS ESSENTIAL.**

The accessories dealer should impress upon his customers the necessity of a reliable storage battery hydrometer. It should be used in warm weather to test the storage battery cells every week. Many storage batteries have been ruined in the first month of operation by lack of inattention to water filling and testing.

## **THE CLUTCH NEEDS LUBRICATION.**

So far as lubrication is concerned, the mechanism which operates the clutch is one of the most commonly neglected parts of the car. In case of disk clutches running in oil the lubrication of the thrust collar and lever operating it is automatic. But with clutches that do not operate in a bath of oil the thrust collar and lever need oil by hand. Besides, the bearing of the clutch pedal and the pins which secure the clutch operating linkage should be frequently lubricated.

## **CARRY ONLY GOOD CHAMOIS SKINS AND SPONGES IN YOUR STOCK.**

In buying chamois skins, sponges, and waste, select materials of good quality in order that you may give satisfaction to your customers. Chamois skins are used for cleaning and should be the most pliable and lasting that can be obtained. The inferior, and hence cheaper, grades of sponges often contain sand and grit and will cause scratches and markings on an automobile which can never be erased. A customer who buys a sponge which scratches his car is not likely to continue dealing with the man who sold it to him.

## **DEALERS CAN SELL MORE OIL.**

The average motorist does not use enough lubricating oil in his car. Dealers in automobile accessories can increase their sales of this commodity, by showing their customers the necessity of lubrication in the brake mechanism, for example. Oil is required on the pins supporting the brake shoes and upon the bearing points of the cams or toggle mechanism which actuates the brakes. These parts usually depend for lubrication upon the oil can. Beginning at the operating lever, every joint in the brake rod needs occasional oiling, as do the bearings of the compensating shaft.

# HEATING AND VENTILATING

## CARRIES ON CAMPAIGN OF EDUCATION IN FAVOR OF WARM AIR HEATER.

Attention was directed to collective advertising as one of the conclusive proofs of the advantages of organization in an editorial on page 16 of the June 21, 1919, issue of AMERICAN ARTISAN AND HARDWARE RECORD in connection with the first of a series of advertisements by the Warm Air Heating Committee of the Roofing, Metal, and Heating Engineers of Philadelphia, Pennsylvania. It was pointed out that every member of an association is benefited in his individual business by the sort of general publicity which educates the people to the value of the product and service of a particular industry. The cost of conducting a campaign of instruction is too great to be borne by any single dealer or contractor. But it is only nominal when apportioned among many dealers or contractors through the medium of a trade association.

Since that editorial was published, the Warm Air Heating Committee of the Roofing, Metal, and Heating Engineers of Philadelphia has issued a booklet entitled "Better Heating," for general distribution in furtherance of its campaign of education. This pamphlet contains many arguments worthy of repetition in local advertising and it is herewith reproduced in order that dealers and installers of warm air heaters may study its reasoning and adapt such of its logic as may serve the purposes of their own publicity:

"By reading this booklet carefully and acting on its suggestions two things will be accomplished: Money will be saved in heating the home, and a more comfortable, healthful home-life will be possible during the heating season.

"You are urged to pass this on to your friends, so that all may help to secure for Philadelphia 'Better Heating' and the greater health and money-saving that will go with it.

### No Theories.

"The Warm Air Heating Committee of the Roofing, Metal and Heating Engineers of Philadelphia herein set before you FACTS about successful heating, and hope thereby to convince the Home-Owner, Builder, Architect and Investor of the necessity of buying expert service when in the market for anything pertaining to efficient and economical heating.

### Nothing to Sell But Service.

"At this point we wish to impress upon you that it is not the object of the Association to place its stamp of approval on any type of heater, but rather to advocate that all heating problems be turned over to experts for their solution; men who know the scientific principles involved and who are competent to get the

greatest satisfaction from any installation regardless of its type.

### All Benefit by One's Experience.

"The Association is purely an educational body, and its greatest object is the advancement of the science of heating. At our meeting we discuss the problems that come before us in our daily work, so that each member is broadened by the experience of the others and kept up-to-date and informed on modern thoughts and improvements.

"Thus our position and experience is such that we can give impartial advice on:

One of these interests you:

Heating the home properly and economically.

The proper system for any type of building.

How to change the present system so it will give more heat and use less coal.

When to have the work done.

How to operate any system to get the best results.

### Read This Twice.

"The Best Heating System is that one which will maintain a uniform distribution of fresh, moist air at a comfortable temperature throughout a house with a minimum of fuel and attention. Air of a spring-like quality. Note here that we say fresh, moist air.

### Fresh Air and Humidity.

"The greatest preventative to illness is fresh air. We are recognizing this more so with the passing of each year. Fresh air is necessary indoors as well as outdoors—winter as well as summer. We know, and the greatest health authorities will tell you, that nearly every form of disease is due primarily to the lack of fresh air in most homes during the heating season. Nature furnishes us with fresh air with the correct amount of humidity; no other air is fit to breathe, yet people shut themselves in air-tight houses for more than half of their time with a heating apparatus that robs the moisture from the atmosphere and with absolutely no provision made to counteract this devitalizing process.

### Nature More Strict Than Man.

"We may escape the penalty of breaking man-made laws, but no one can escape the breaking of the laws of Nature. Fresh air is prescribed as a cure for many ailments. In like manner fresh air is a preventative to many ailments.

"A fresh warm air heating system is one that will supply an even flow of fresh, moist air to every accessible corner of a house.

### Nothing to Blow Up.

"This system is very simple to operate and distributes no dirt or gas when properly installed. It is adapted to nearly all types of homes, and because of its economy is an investment paying big returns in re-



duced coal and repair bills. It is practically fool-proof and not dangerous in the hands of a stranger.

#### Installation.

"Although simple in construction and easy to take care of it is difficult for any but an expert to install properly.

"From the standpoint alone of fresh air and humidity this system is preferable for home-heating.

#### Making Your Present System Heat Better.

"Practically every time we find a home that is cold in spite of a big heater fire we trace the trouble to improper installation of the heating system.

"We assert, and stand ready to point the fact out, that the majority of heating complaints are not due to the kind of heating, but faulty engineering and improper installation, care or regulation of perfectly good heating apparatus.

"And furthermore, that an experienced heating engineer can suggest and execute changes that will make a satisfactory heating plant out of coal and time-wasting apparatus.

#### A Staggering Waste of Coal.

"During the war we coöperated with the United States Fuel Administration in sixteen demonstration stations in Philadelphia on the subject of fuel conservation. This experience undeniably proved to us that the great majority of heating systems in Philadelphia homes were faulty and improperly regulated, and that coal was being wasted to a staggering degree. We found in the ash collections for one day in just one section of the city enough coal to fire the boilers of the largest department store in the city for twenty-four hours! Several hundred dollars' worth of coal. Check that up for yourself and observe the amount of coal showing-up in the ash-boxes on a rainy day when the fine powder has been washed away from the surface.

#### Blame the Heater; Not the Coal.

"A properly installed system will utilize every heat unit in any grade of coal. Proper care, correct installation, is all that is necessary.

#### Double the Heat; Half the Care.

"A steady, even, glowing fire in a properly proportioned firepot is far more economical than a blazing, red-hot fire in a small firepot. Clinkers are avoided. There will be no warping and cracking of the heating surface, and, as a result, you will secure twice the heat with half the labor and attention.

#### Dollars and Cents Plus Health.

"We have tried to make it clear that proper heating is not child's play, but that it is something that involves and demands thought, real knowledge and attention. It is a matter of dollars and cents plus the very vital thing of health; and that successful and economical heating revolves around correct installation and intelligent care.

#### Let us Do This Now.

"We will gladly send a member of the Association to your home to show you how to operate your heating plant to get the best result or to point out the changes necessary to make a satisfactory system of a poor one.

#### Fit the System to the Building.

"While the trend of modern home heating is fol-

lowing the scientific installation of Fresh Warm Air Systems, this Association by no means limits its work to that branch of the profession. In fact, our strong point is the insistence we place on fitting the right system in a building according to its needs, basing our decision on real knowledge out of the scope of any but experts.

#### Every Building a Separate Problem.

"Each building is a separate heating problem to be dealt with according to its peculiarities. Design, number of windows, exposure, all enter into the decision. We want to help you so that you will not make a mistake if you are considering a new system of installing one that would be inadequate or extravagant.

#### How Much Will It Cost?

"This does not mean that you will have to pay a higher price for trained services, for the expert, by quick observation, will overcome a fault in less time than an unskilled man, and, in general, handle the work in a more economical manner. And the result is a permanently good job. After all, that is the only kind of a job that is worth while.

#### Make Us Prove It!

"Put your problem up to us as headquarters for quality heating service. We are making every effort to secure for Philadelphia a 'Better Heating,' and to make our Association of over a hundred Heating Engineers known for its efficiency and worthy of public confidence."

### PROVIDES FOR THOROUGH RADIATION.

The radiators play a most important part in the Home Comfort Warm Air Heater, shown in the accompanying illustration, and made by the Wrought Iron Range Company of St. Louis, Missouri. Radiation comes not only from the dome and head piece but from the down-draft arrangement of the radiators



Home Comfort Warm Air Heater, Made by the Wrought Iron Range Company, St. Louis, Missouri.

which takes the smoke from the top of the dome and conducts it downward to the level of the ash pit. There it enters a chamber and then through a single pipe it is carried up again to the flue connected with the chimney. All of this is done inside the warm air chamber and by the time the smoke emerges from the radiator,

practically all the accompanying heat has been extracted. The radiators are built on curved lines. The three vertical tubes are of steel, made fast to round grey iron elbows and two of them are bolted

firmly to the dome near the top while the third turns outward to connect with the chimney flue.

The lower ends of the tubes are connected to a horizontal chamber which is designated as the dust box. This dust box is made of heavy grey iron which is said to successfully resist the chemical action of ashes and dampness. It is designed to overcome the accumulation of soot, etc. Two clean out tubes are cast in the dust box and protrude through the casing at convenient points in the rear of the heater. Dealers who are interested should address the Wrought Iron Range Company, St. Louis, Missouri, for further details.

#### PREFERS THE DROP FRONT GRATE.

All kinds of fuel, especially slack and cheap grades of soft coal, are satisfactorily burned by the XXth Century Warm Air Heater, depicted in the accompanying illustration. The manufacturers, The XXth



XXth Century Warm Air Heater, Made by The XXth Century Heating and Ventilating Company, Akron, Ohio.

Century Heating and Ventilating Company of Akron, Ohio, make three distinct styles of grates, namely: the drop front grate, the revolving grate and the rocking grate. Their preference is the drop front grate and they do not hesitate

to recommend it. This grate when lowered in position permits the removal of clinkers and other foreign substances. The grate rest is so constructed that it is held in position without the use of any bolts or rivets. It is easily placed in position or removed through the door of the ash pit without removing the casing. The casing rings on the XXth Century heater are made of black sheet metal and japanned. The Company guarantees that these rings will make an absolutely neat, close-fitting casing joint that prevents any possible suction of dust into the air-chamber or any leaking of air into the cellar. More detailed information may be secured by addressing The XXth Century Heating and Ventilating Company, Akron, Ohio.

#### PRICE-CUTTING IS HARMFUL.

Price-cutting is a form of dissipation in modern business, says the National Association of Brass Manufacturers. When a man begins cutting prices, he takes his first nip of an intoxicant more seductive and more deadly in its effects than any alcoholic beverage. He creates straightway not only the appetite but often the necessity, through pressure of other price-cutting tipplers, following his example, to have

another, then "still another" and finally just "one more," until he is a confirmed underselling, unfair-competing, business-wrecking, cost-ignoring inebriate; and to continue the similitude to its conclusion, like that other drunkard who has dallied not wisely or well with alcohol, we find them both sooner or later side by side in the gutter. If you would follow in the way of a sober, sensible business man, shun the tipples that is alluringly labeled "Cut Rates."

#### PIPELESS SAVES WORK AND FUEL.

The four-dome radiator—made in one piece—of the Giblin Pipeless Warm Air Heater, manufactured by Giblin and Company, Utica, New York, is said to have been in use for thirty-five years. It has no joints and is gas and dust tight. The heater-itself is all cast iron. The fire pot is constructed in two parts, allowing for contraction and expansion. The cold air chamber in the casing, which allows ample space for circulation, minimizes heat in the cellar and drives it upward where it is required. Registers of generous proportions are employed. The cold air register and chamber has double the capacity of the warm air registers. One of the strong arguments in favor of this heater is that it saves work, space, and fuel. Its cost is not much more than that of the average heating stove and, it is declared, it lasts three times as long. Special pains are taken at the plant of Giblin and Company to inspect each pipeless warm air heater at every stage of construction. Attractively illustrated literature and terms to dealers and installers may be had by writing to Giblin and Company, 701 Broad Street, Utica, New York.

#### HART AND COOLEY COMPANY FILES ARTICLES OF INCORPORATION.

A steady and vigorous development of its business in all branches has induced The Hart and Cooley Company, New Britain, Connecticut, to become incorporated with a capital of \$1,000,000. This firm has been manufacturing heating registers and ventilators for several years. It has consistently maintained a policy of fair dealing with its customers. The standard of honesty adopted by the Hart and Cooley Company has never been confined to its counting-room. It is applied to the smallest detail of the business from the raw materials to the finished product and its distribution. The result of this spirit of integrity is positive and gratifying. Orders from satisfied buyers are on the increase and new customers are daily adding to the list of the company's patrons. The incorporation will have the effect of intensifying rather than diminishing the good qualities of the organization. The directors of the incorporated Hart and Cooley Company are H. S. Hart, N. P. Cooley, E. C. Goodwin, J. H. Robinson, G. P. Hart and E. H. Cooper.

If we study the methods of any successful advertiser, we will find that there is careful planning along the line of salesmanship and follow-up work—Mahin's Magazine.



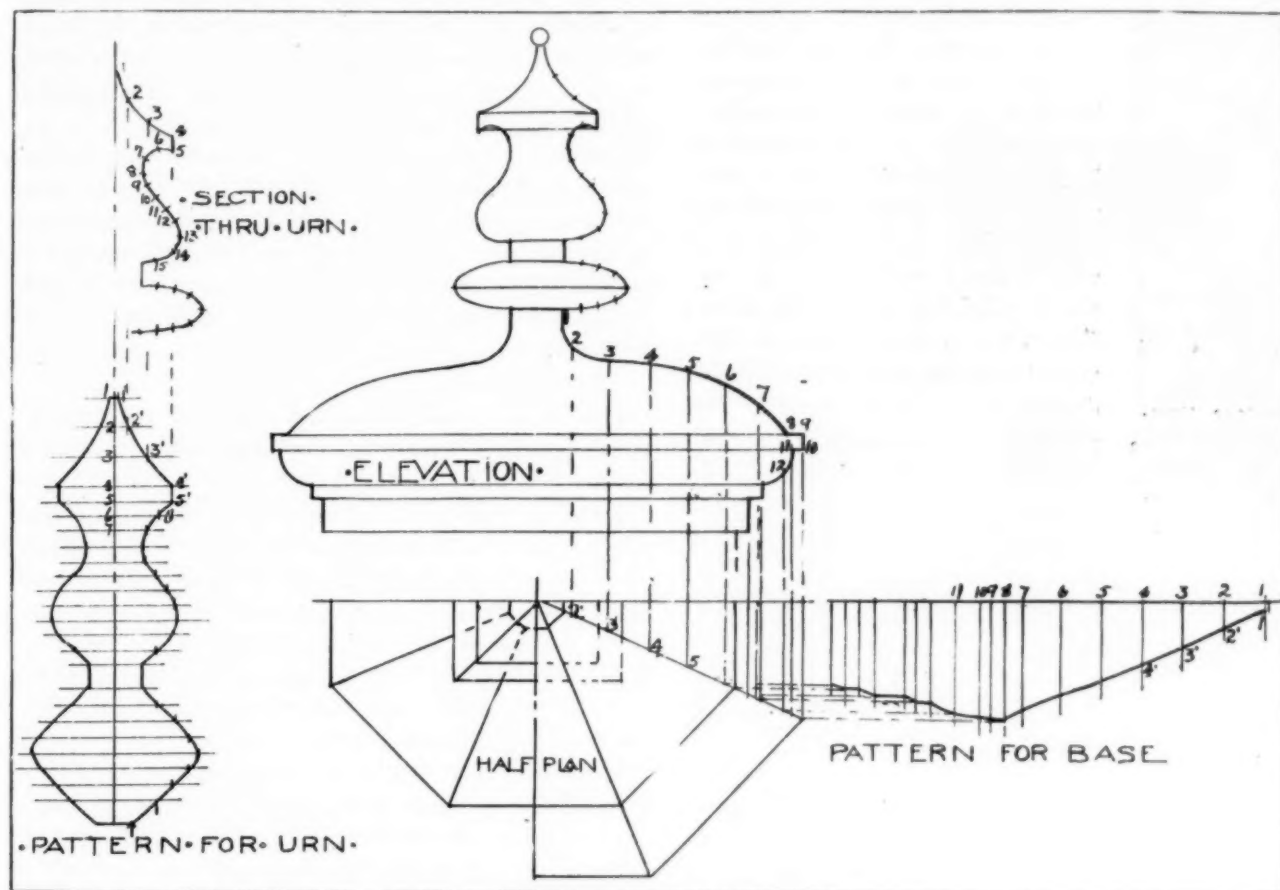
# PRACTICAL HELPS FOR THE TINSMITH

## PATTERNS FOR FINIAL.

BY O. W. KOTHE.

On piers that project above the brick work of the roof finials are often placed to help ornament the building. In this drawing we have such a one. From the plan we see the lower part is of octagon design while the upper urn is square. The idea is to first

To lay out the pattern for the urn, a sectional view is drawn to the left. All curved lines are divided into equal spaces and each point numbered. With dividers pick the girth from this section through urn and step it off on the center line below section. Through each of these points draw horizontal stretchout lines and then from each point in section, drop lines to cut those in stretchout of similar number. This gives points



Patterns for Finial.

draw the elevation working from a center line so as to get the drawing uniform. Then divide all curved lines into equal spaces as from 1 to 8, etc. Next draw the half plan letting the inside line represent the wall line. The miter lines drawn to the center will establish the gore pieces. This is done by dropping lines from each point in elevation to the miter line of plan as in points 2-3-4-5, etc.

To set out the pattern pick the girth from the elevation and set it off on a line with plan in numerical order. From each of these points drop stretchout lines, and then from each point in miter line of plan, project lines over to intersect those in stretchout of similar number. This gives us points 1'-2'-3'-4', etc. A line traced through these points will give the miter cut for the octagon and produces a half pattern for one gore. For a full pattern this pattern would be reversed.

1'-2'-3'-4', etc. Join these points with lines, seeing so they curve gradual, forming no hills or hollows, and the pattern for urn is finished. The section through urn is cut in a piece of metal for a profile to help form the pattern to the right design. Laps for soldering must be allowed.

## INLAND STEEL COMPANY OFFICIAL PREDICTS BIG STEEL DEMAND.

That the trade outlook is exceptionally good at present with indications that it will continue to improve now that conditions in Europe are better, is the opinion voiced by G. H. Jones, vice-president of the Inland Steel Company, Chicago, Illinois.

"We look for a steadily increasing export trade," he said, "with the volume of business growing as financial conditions abroad become more normal. Do-

mestic trade is improving also. In some departments we are booked up three months ahead, the demand for shapes being especially good.

"Plans for additions to our plants are being worked out satisfactorily, and they will be completed the first of next year. These improvements will round out our present facilities in excellent shape."

### MAKES KEYSTONE HAMMERED POLISHED STEEL SHEETS.

The American Sheet and Tin Plate Company, Pittsburgh, Pennsylvania, has some time ago discontinued the manufacture of Wood's Patent Planished Sheet Iron and is now making Keystone Hammered Polished Steel Sheets. The Company states that they are identical in appearance, the only difference being in the quality of the base—steel being employed instead of iron. As a result of careful investigations, it has been determined that this carefully manufactured steel when alloyed with copper is superior to planished iron. The manufacturers also say that they are convinced that the steel sheet possesses distinct advantages over the iron product. The Keystone Hammered Polished Steel Sheets are manufactured from copper steel and



Keystone Hammered Polished Steel Sheets, Made by the American Sheet and Tin Plate Company, Pittsburgh, Pennsylvania.

dealers need have no hesitancy in recommending this product. For further particulars, address the American Sheet and Tin Plate Company, Frick Building, Pittsburgh, Pennsylvania.

### SUGGEST WAYS FOR PROMOTING USE OF TIN AS ROOFING MATERIAL.

Frequently it has been pointed out that the aggressive advertising carried on by manufacturers of non-metal roofing is responsible for the decreasing use of tin for that purpose. Other causes, too, have contributed toward the decrease. The remedy for this undesirable state of affairs is education through publicity. Of uncommon interest in this regard is the subjoined report of the Tin Roofing Committee of the Roofing, Metal, and Heating Engineers of Philadelphia, Pennsylvania:

Your committee was appointed in January for the purpose of inquiring into and reporting to you—

First: Whether it was of any use or possible to bring tin roofing back to the position it occupied some years ago.

Second: If so, the method in which this could be brought about.

After considerable meetings and discussions, some of these with the manufacturer and some with the Metal Club of Philadelphia, your committee wishes to report that with the individual and collective assistance of this organization, together with the assistance of the Metal Club whose membership com-

prises almost all the jobbers in Philadelphia, it is possible.

#### Equal of Old Plate Obtainable.

Your committee need not repeat to you the history of the tin used previous to the passage of the Dingley tariff bill, or the comparison of the wearing qualities of that tin with that manufactured by the American manufacturers since, but your committee can repeat it is absolutely a fact, that after the experience the American manufacturers have had, it is true today, without doubt, that we can obtain the equal of the old time plates at a reasonable price.

There has been deception practiced in the sale of tin, the same as any other commodity used by the public at large, but the most injurious matter to the tin roofing business in recent years, in the judgment of your committee, has been the multitude of private brands and the various amounts of coating that have been stamped on the plates. No one seems to know the use of these brands and coatings as stamped; particularly when it is next to impossible to, or an expensive matter to tell the difference, even if we desired to do so but on the other hand it has made it hard for the conscientious manufacturer and distributor to compete honestly with the dishonest ones. It is upon the honest methods of the manufacturer and jobber that largely our entire future business interests depend, for the goods we use must give satisfaction to our customer.

This organization is formed primarily to counteract abuses in our trades. This then is an important work.

Your committee knows and has carefully gone into the subject of base plate, coating, brands and waster plates, and it has listened to all that has been said on every hand for and against tin roofing. Your committee is aware of the powerful interests working against tin roofing in the prepared roofing industry, and it is firm in its conclusions that what has brought the condition about has been

First: The poor quality of tin put on the market.

Second: The abuse of coatings and brands.

Third: The uninteresting tin roofer as a body.

#### All Can Be Regained.

On the other hand, it feels sure that with the concerted effort, following out the plan herewith submitted, all can be regained and with our modern methods of doing business, we can greatly improve the old methods, because,

#### Harder to Kill Than the Proverbial Cat.

First: Any other article, if it did not have sterling qualities, and had the number of foes fighting for its elimination, would have died long ago.

Second: The last three years, the growing demand throughout the country for higher grades of tin plate as reported by the manufacturer and jobber for roofing purposes through but slight and spasmodic advertising.

Third: In the Philadelphia district the existence of a live business organization and a live jobbers' organization, working as a unit with the manufacturer for better roofing tin.

We believe that any fair-minded man who will go into the details of these three reasons, regardless of



his experience with cheap tin or slag roofing, must admit that if we do not foster the tin roofing branch of our business, it is not because it is not worth while, but because we don't want to, cannot see the future in it or we are too lazy; and in order to bring this about, we lay before you our recommendations and ask your unanimous support both practically and mentally.

#### Outline of the Plan.

First: That we adopt as an association standard, one roofing plate with no stamp of coating or any other mark on it excepting one word, its name.

Second: That each member of our organization in writing agree to use this one plate for all his roofing. The plate to have but one price.

Third: That we advertise this name extensively, individually and collectively.

Fourth: That the association adopt an association "tin roofing" specification for repairs and new roofs, with this name.

Fifth: That we insure our new roofs under an insurance plan at a rate per year, which is plausible and profitable if you will consider the subject and in order to counteract the guarantee of other forms of roofing.

Sixth: That an inspection committee be appointed with power to decide any dispute and its decision in placing the responsibility for a new roof that does not give satisfaction, is binding, excepting that an appeal can be made to the association, within ten days after the decision is rendered.

As to the plate to be used, your committee has made and is making tests, and examinations of the plate, which they desire, if you approve, and which shall be manufactured by one manufacturer for this territory, the name to be copyrighted.

We ask your free discussion on this subject and the committee is ready to answer any questions either here or by mail, that are not clear to you.

We believe we are on the right "track" for the expansion of a clean mechanical part of our business, in which we can take pride, and afford us the opportunity to hire, and educate mechanics and apprentices.

If you decide the course is correct, we ask that each member suggest two names for the plate.

You are assured by the Metal Club that you have their support, in these recommendations of your committee.

#### OBSERVATORY USES TONCAN METAL.

The Stark Rolling Mill Company of Canton, Ohio, is the sole manufacturer of Toncan Metal, and its products are sold by jobbers everywhere. This metal is particularly adapted for eaves trough, flashing, roofing, siding, ventilators and every severe sheet metal service, one of its important characteristics being that it resists corrosion. It also guards against constant renewals such as are necessary when ordinary short-lived metals are used. Sixteen and one-half tons of Toncan Metal sheets were used in the Astrophysical Observatory at Victoria, British Columbia, Canada, which houses one of the world's greatest telescopes. The double walls of the dome, as well as the window frames, shutters, and doors are covered with galvan-

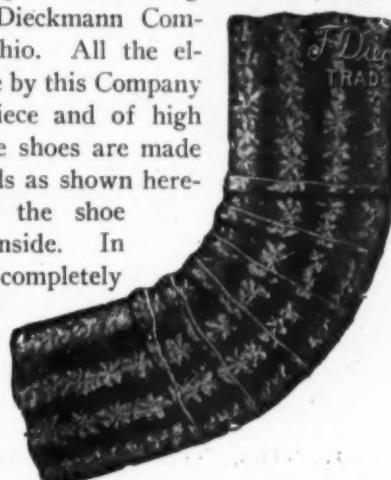
ized Toncan Metal. The Stark Rolling Mill Company publishes a hundred page book of library size on sheet metal entitled, "Corrosion—The Cause—The Effect—The Remedy," and this may be obtained free of charge by addressing the Company at Canton, Ohio.

#### GUARANTEES PROMPT SERVICE.

In the accompanying illustration is shown the Number 3 Flat Crimp Round Corrugated Shoe, made

by the Ferdinand Dieckmann Company, Cincinnati, Ohio. All the elbows and shoes made by this Company are made of one piece and of high grade material. The shoes are made with reinforced bands as shown herewith, thus leaving the shoe perfectly smooth inside. In this way it can drain completely

at all times. In the Dieckmann line of shoes and elbows there are 24,000 varieties. The Company guarantees accurate dimensions—uniform elbows and shoes—because it maintains two complete sets of



Number 3 Flat Crimp Round Corrugated Shoe, Made by Ferdinand Dieckmann Company, Cincinnati, Ohio.

machinery all the time and each equipment is overhauled every thirty days by expert mechanics. All Dieckmann elbows and shoes are fastened with a patented clinch, and are gaged to fit all standard makes of conductor pipe. They are smooth inside, have no seams and are tapered to make a tight fit. Therefore, when being erected, they require no soldering. The Company solicits inquiries and full information and samples may be secured by addressing the Ferdinand Dieckmann Company, Post Office Station B, Cincinnati, Ohio.

#### MAKES A QUICK-ACTING FLUX.

The manufacture of the Allen Non-Acid Soldering Fluxes was begun more than twenty-five years ago. The L. B. Allen Company, Incorporated, 4555 North

Lincoln Street, Chicago, Illinois, states that this was in answer to an urgent demand by sheet metal workers and plumbers for an improvement over muriatic acid and the other corrosive fluxes. Much hard work and careful experimenting have resulted in the production of the Allen Non-Acid Soldering Fluxes.



Allen Flux, Made by L. B. Allen Company, Incorporated, 4555 North Lincoln Street, Chicago, Illinois.

These fluxes act very quickly and form a strong joint. The company will send circular giving full details regarding the fluxes to anyone asking for it. A free sample of the Allen Non-Acid Soldering Flux may also be obtained by writing to the L. B. Allen Company, Incorporated, 4555 North Lincoln Street, Chicago, Illinois.

### IS COATED TO PREVENT RUSTING.

The Yale Stove Pipe, shown in the illustration herewith, and manufactured by Hemp and Company, St. Louis, Missouri, is made of a high grade of uniform color blue polished steel. To prevent rusting, it is coated. It has a Russia finish and a patent lock. The Yale Stove pipe is made in all sizes. It comes packed twenty-five and fifty to a crate. Hemp and Company are also manufacturers of the Lightning Stove Pipe Machine which is a great time, money, and labor saver. It is adjustable to all sizes and gages of pipe and other sheet metal articles, and can be attached to any post, wall, or bench. It would be to the advantage of dealers and installers of warm air heaters to communicate with Hemp and Company, St. Louis, Missouri, and secure further particulars.



Yale Stove Pipe, Manufactured by Hemp and Company, St. Louis, Missouri.

### DECIDES TO BUILD SHEET MILLS.

At an estimated cost of \$5,500,000, a modern sheet mill is to be built by the American Rolling Mills Company, Middletown, Ohio. The announcement to this effect was made by George M. Veerity, president of the company. Construction will begin at once and the building and equipment will be of the most efficient type so that production may be carried on with the highest percentage of satisfactory operation.

### VENTILATOR REQUIRES NO OILING.

One of the advantages of the New Rotable Standard Ventilator shown in the accompanying illustration, is that it is constructed with an opening that is not affected by storms and thus permits the entrance of



New Rotable Standard Ventilator and Chimney Cap, Made by the Standard Ventilator Company, Lewisburg, Pennsylvania.

light. It lights and ventilates at the same time. The capacity of the opening, which is always away from the weather like a weather vane, corresponds with the size of the flue. The ventilator turns easily, as the sensitive bearings minimize friction. It requires no oiling and is not affected by either heat or cold. The various parts and bearings are not deranged by storms. The ventilator swings free in a very slight draft. It is so constructed as to utilize the down current of winds and to induce horizontal currents of air from the chimney or building, thus greatly increasing the

draft or ventilation. When it is attached to a troublesome chimney or stack, any weather force bearing upon it has the effect of increasing the direct draft. The New Rotable Standard Ventilator obviates the necessity for high stacks. The chimney caps are made of cast iron, laid in cement, require no bolts, preserve the chimney and are practically indestructible. For further particulars, those interested should address the Standard Ventilator Company, Lewisburg, Pennsylvania.

### HERSH AND BROTHER BUY BUSINESS OF BICALKY FAN COMPANY.

Whenever a business changes its ownership, there is satisfaction for its old customers in knowing that it has passed into good hands. This is the case with the Bicalky Fan Company of Buffalo, New York, makers of the Bicalky Fans, Roof Ventilators, Dust Arresters, Air Washers and Dust Collectors. The business has been bought by Hersh and Brother of Allentown, Pennsylvania, who have a well-established reputation in the heating and ventilating field.

### NOTES AND QUERIES.

#### At Last Washing Machine.

From A. G. Maas, Blue Earth, Minnesota.

I would like to know who manufactures the At Last Washing Machine.

Ans.—This is made by the At Last Washer Company of Perry, Iowa.

#### Gas Soldering Furnaces.

From Wendt and Teichler, Dundee, Illinois.

Can you inform us who manufactures gas soldering furnaces?

Ans.—Otto Bernz, Newark, New Jersey; Burgess Soldering Furnace Company, Department A, Columbus, Ohio; George W. Diener Manufacturing Company, 400 Monticello Avenue, Chicago; and Ringen Stove Company, Division American Stove Company, 825 Chouteau Avenue, St. Louis, Missouri.

#### Razor Blade Sharpening Machine.

From C. T. Engler, 836 Maine Street, Quincy, Illinois.

Will you please tell me who makes a machine for sharpening safety razor blades?

Ans.—This machine is manufactured by the Hyfield Manufacturing Company, 21 Walker Street, New York City.

A. R. Rubmann has purchased the sheet metal works of the Mohrhussen-Schmidt Company at La Grange, Missouri.

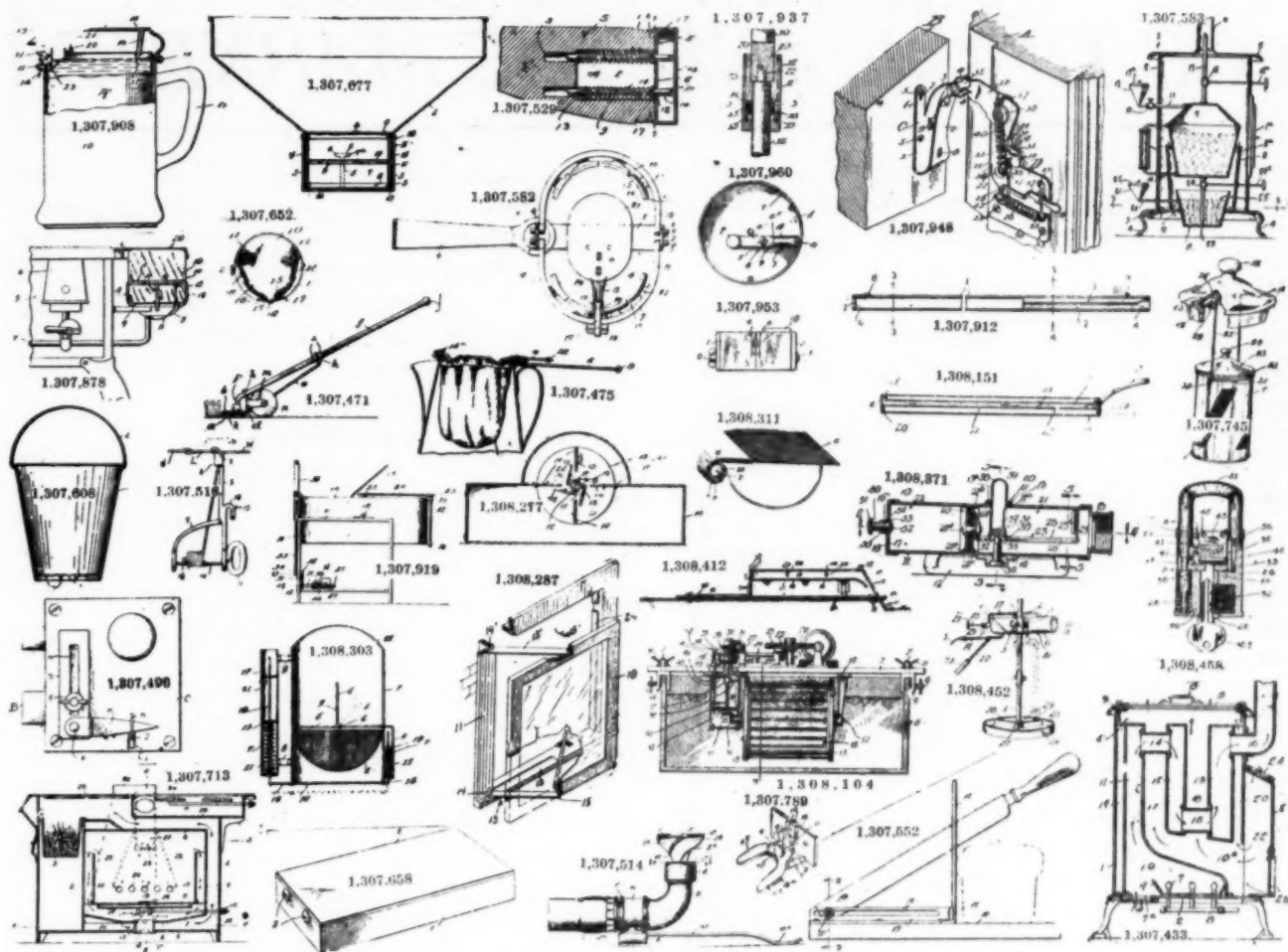
The George Bishoff Sheet Metal Works, Marinette, Wisconsin, has moved to a larger building on Vine Street where an increase of 50 per cent in capacity is made possible.

The Edwin Davis Company, Youngstown, Ohio, dealers in roofing, sheet metal working, etc., have been incorporated for \$5,000 by Edwin Davis, Benjamin Davis, F. R. Davis and others.

The voice with a smile wins. Practice over the telephone. Don't cut the customers off short but let them know that you are pleased to have them give their orders over the phone.



## NEW PATENTS.



1,307,433. Stove. Frederick Benckman and Henry Bauer, Belleville, Ill. Filed Feb. 12, 1918.

1,307,471. Grass-Trimming Implement. Wendell P. Anthony, Ridley Park, Pa. Filed March 12, 1919.

1,307,475. Bag-Holder for Coffee-Strainers. Arthur D. Barker, Yakima, Wash. Filed Dec. 9, 1918.

1,307,496. Key-Fastener. Noble R. Holcomb, Eldorado, Kans. Filed Jan. 8, 1919.

1,307,514. Spraying-Nozzle. Benjamin G. Patterson, Oklahoma, Okla. Filed March 7, 1918.

1,307,516. Wire-Splicing Tool. Solomon Charles Prosser, Eaton Rapids, Mich. Filed July 13, 1918.

1,307,529. Gun-Stock Attachment. Joseph Werndl, Coffeyville, Kans. Filed Feb. 7, 1919.

1,307,552. Bread-Cutter. Erich Johnson, Cleveland, Ohio. Filed May 5, 1919.

1,307,582. Trap. Holdridge G. Greene and Francis F. Adams, Oneida, N. Y., assignor to Triumph Trap Co., Inc., Oneida, N. Y. Filed Nov. 1, 1917.

1,307,608. Vegetable-Bucket. John P. Woodward, Seattle, Wash. Filed June 24, 1918.

1,307,583. Petroleum-Oil Stove. Henry B. Hemphill, Eldorado, Ill. Filed Dec. 27, 1918.

1,307,652. Safety-Razor. Arthur J. Baxter, Seneca, Kans. Filed March 5, 1918.

1,307,658. Process for Sharpening Razors. Eugene Dion, Baltic, Conn. Filed July 17, 1917.

1,307,677. Milk-Strainer. George Aaron Konkle, Montoursville, Pa. Filed April 15, 1919.

1,307,713. Combination Coal and Gas Range. John C. Van Riper, Jr., and Siegfried A. Pritschau, South Bend, Ind., assignors to Banner Gas Range Works, South Bend, Ind. Filed June 8, 1918.

1,307,745. Percolator. Henry D. Marcus, Passaic, N. J. Filed July 11, 1918.

1,307,789. Gate-Latch. Linwood J. H. Newman, Burke, Va. Filed March 24, 1919.

1,307,878. Reservoir for Oil-Stoves. Robert Perlick, Milwaukee, Wis. Filed Nov. 7, 1918.

1,307,908. Can Receptacle and Opener. John D. Lauerman, Lake Hopatcong, N. J. Filed March 12, 1919.

1,307,912. Firearm-Sight. George N. Long, Watervliet, N. Y. Filed Nov. 5, 1918.

1,307,919. Washing-Machine. Francis M. Milligan, Bozeman, Mont., assignor of one-fourth to John S. Haley, Bozeman, Mont. Filed June 14, 1918.

1,307,937. Interchangeable-Tool Holder. William F. Straub, Chicago, Ill. Filed June 16, 1917.

1,307,948. Door-Check. Edred M. Woodworth, Detroit, Mich. Filed Nov. 2, 1917.

1,307,953. Knife-Sharpener. Zachary T. Blackman, New Orleans, La. Filed July 13, 1918.

1,307,960. Fishing-Reel Attachment. George Lennox Curtis, New York, N. Y. Filed Aug. 13, 1918.

1,308,104. Alternating Rotary Drive for Washing-Machines. George K. Parsons, Detroit, Mich. Filed Feb. 18, 1918. Renewed April 28, 1919.

1,308,151. Griddle. George Vogel, Washington, D. C. Filed Feb. 5, 1919.

1,308,277. Animal-Trap. John B. Corrigan, Prior Lake, Minn. Filed Aug. 9, 1918.

1,308,287. Sash-Locking Bar. Oscar Liedtke and John M. Bien, Newark, N. J. Filed May 25, 1917.

1,308,303. Flour Sifter and Scale. George W. Shuck, Lawrence, Kans. Filed July 22, 1918.

1,308,311. Eaves-Trough Protector. Harry I. Ward, Washington, Iowa. Filed March 28, 1919.

1,308,371. Lawn-Sprinkler. Finis Ewing Roach, Chicago, Ill. Filed Oct. 16, 1916.

1,308,412. Smoke-Hood for Cooking Utensils. Arzidas J. Grenon, New Haven, Conn. Filed Feb. 28, 1919.

1,308,452. Kerosene Blow-Torch. Howard A. Smock, Indianapolis, Ind., assignor of one-tenth to Thomas Cohen, Indianapolis, Ind. Filed Jan. 28, 1919.

1,308,458. Padlock. Henry G. Voight, New Britain, Conn., assignor to Sargent & Company, New Haven, Conn. Filed Oct. 12, 1916.

# WEEKLY REPORT OF TRADE AND THE MARKETS

## PROBABILITY OF AN INCREASE IN STEEL PRICES IS DISCUSSED IN VARIOUS QUARTERS.

Although no formal announcement to that effect was made, it was understood some time ago that the leading steel interest had decided as a general policy that there should be no price advances for the remainder of this year. It was then believed that this decision settled the matter unless radical changes should occur in fundamental conditions. Today the probability of an increase in steel prices is freely discussed in various branches of the trade. Independents have already advanced the price of pipe and other products, and "cut prices," which were prominent a few weeks ago, are no longer to be had.

With the exception of the rail, structural steel and plate mills, every branch of the industry reflects the revival of business. Manufacturing users of steel who two weeks or more ago were content to operate on the hand to mouth principle are now seeking forward commitments, and the producers of steel are holding back. That is the most significant sign so far as the future of prices is concerned.

Producers are still reluctant to discuss the possibility of advances in prices. The position of the leading interest toward an advance is well known. That interest will not advance prices unless some development not now in prospect makes such a step unavoidable. The independents who depend on "quick order" business will operate about as they please, and the steady addition to the mills "going out of the market" with books filled indicates that some of the old high profits that featured the period just ahead of the war will again fall to the "quick order" producers.

The change of front on the part of manufacturing users of steel in the matter of forward commitments was quite sudden. In fact, the situation was made prominent by the case of a consumer who returned the next week after refusing to order through the last quarter with a request for bookings into next year and was met with a refusal.

All doubt as to whether the country had reached the "turn" from the depression that set in early in the year was removed last week with the publication of the unfilled orders of the leading interest as of June 30, showing an increase of 610,543 tons in unfilled orders over the month before.

### STEEL.

As a result of the building reported from practically all divisions of the country, manufacturers of hardware are having considerable difficulty in keeping up with the demand for supplies, including locks, bolts and screws, metal trimmings and various other products used in construction work.

The demand for reinforcing steel bars and rods is also good and is growing as a result of expansion in road building, and concrete bridge work and approaches. New England manufacturers of steel products are reaping the benefits of the improved demand along with the manufacturers in the Chicago and Milwaukee districts.

### COPPER.

No prices have yet been named for last quarter delivery of copper, but when it comes to this position producers are expecting a much higher level than for the third quarter, as in the meantime export demand will show a material improvement. From all indications, it may be said that producers now hold the whip hand. While the consumers were holding off the demand for manufactured products has increased, and now, with the channels for export opened, manufacturers need copper more urgently than at any time since the signing of the armistice, and under such circumstances the producers can make reasonable advances in prices without in the least disturbing the buying demand.

After the signing of the armistice there were heavy surplus stocks of copper on hand, not only in this country but in England, France, and Italy, the amount for the four countries having been placed as high as 1,300,000,000 pounds. It was this heavy oversupply which it was thought by consumers would make for lower prices.

During recent months the surplus has been gradually cut down. Government stocks in this country are said to be practically exhausted, and, while the condition abroad is not by any means as favorable, the surplus is still not such a menacing factor as earlier in the year. Furthermore, purchasers here failed to appreciate that the copper abroad was to a large extent not in such shape that it was applicable to peace demands without high-cost operations, and for that reason there has been purchasing here for manufacturing work.

Further advances in the price of copper are predicted. In view of the heavy domestic demand and the extensive exportation of the metal—Japan having bought 32,000,000 pounds of American copper—the prediction is more than a guess or speculative estimate of the future. Sheet copper in the Chicago market is quoted at 31½ cents per pound.

### TIN.

The United States Bureau of Mines comments upon the tin situation as follows:

"Now that restrictions have been removed and a free market is assured, it will be interesting to follow the price of tin based on the law of supply and demand. It was predicted that when an open mar-



ket was announced, there would be a decided advance in the price of tin at the sources of supply, but much to the surprise of the trade there was only a slight advance in price, followed almost immediately by a short decline, both in London and the Far East. The reason advanced for the failure of the market to respond upward to the announcement of the removal of the embargo restrictions, was that it was probably due to competition for orders, business being based on a real market and actual conditions instead of a restricted market. Besides, consumers are disposed to go slow and await developments for the reason that they have ample stocks to carry them for a considerable period of time."

#### LEAD.

The long expected advance in the price of lead came Monday of this week when the leading producer increased his figures 10 cents on the hundred pounds. The buying at present is characterized by large orders from dealers, who display more confidence in the future of the market than consumers show at present, though there is also a good consuming trade reported. Dealers, however, seemed disposed to pay considerable premiums for extended deliveries, and though producers are not inclined to engage beyond September, some of them have accepted orders for last quarter at more than \$5 a ton premium over the price for prompt delivery.

#### SOLDER.

Conditions continue unchanged in the solder market, prevailing prices in Chicago being as follows: Warranted, 50-50, per pound, 40.5 cents; Commercial, 45-55, per pound, 37.2 cents; Plumbers', per pound, 33.9 cents.

#### ZINC.

The zinc market continues to progress toward higher price levels. Producers have not abated any part of their reserved policy, which is quite justified, apart from other reasons, by the condition of the ore market. A recent estimate reports a shortage of fully 40 per cent of labor at the mines operating and the loss of ore production in the Joplin district is keenly felt. Zinc slabs are quoted in Chicago at 7.75 cents per pound.

#### SHEETS.

Chicago mills are reported to be far behind their orders owing to heavy bookings and shortage of skilled labor. From all districts the news comes that specifications with big producers are at a high record point. A good volume of business for all grades of sheets is being taken on at prevailing market prices by the Eastern mills, though some Ohio sheet manufacturers are taking black, blue annealed, and galvanized tonnages at concessions of \$2 and \$3 per ton. Most of the current business, however, is going at full price.

#### TIN PLATE.

Heavy orders characterized the tin plate situation. Belated and urgent demands made by the container

manufacturers serving the Pacific coast packers will keep the tin plate mills operating at a high percentage of capacity for several weeks.

No changes are noted in the Chicago market. First quality bright tin plates IC 14x20 are quoted at \$13.20 per box of 112 sheets and other sizes and gages in proportion.

#### OLD METALS.

Wholesale quotations in the Chicago district which may be considered nominal, are as follows: Old steel axles, \$25.00 to \$26.00; old iron axles, \$28.00 to \$29.00; steel springs, \$18.50 to \$19.00; No. 1 wrought iron, \$17.50 to \$18.00; No. 1 cast, \$22.00 to \$23.00, all net tons. Prices for non-ferrous metals are as follows, per pound: Light copper, 15 cents; light brass, 9½ cents; lead, 4¼ cents; zinc, 4¾ cents; cast aluminum, 22½ cents.

#### PIG IRON.

The pig iron market shows less activity after the recent heavy buying for third and fourth quarter, and the volume of actual business is much smaller than in the past month. Inquiries continue fairly numerous, especially in the Middle West, and heavier buying is looked for during the second half of the current month. Automobile and truck makers are working to capacity, and are good buyers of the various materials needed in their line. Stove manufacturers are looking forward to the heaviest fall and winter business since before the war.

According to the July 19 market report of the Matthew-Addy Company, Cincinnati, Ohio, every day that passes makes it more evident that the iron trade is reviving at a rapid rate. Those who hoped the recovering from the confusion of the close of the war would be instantaneous are destined to be disappointed. Things are not coming with a rush. But they are coming in the sure and steady way that means permanency. This week many of the Northern furnaces which have been selling so freely have withdrawn from the market. They have sold as much as they can make, and now it is the turn of the other furnaces. It begins to look as if the South would soon be able to start up its present idle furnaces.

The great problem in the iron trade is one of costs. Labor is so scarce and so high priced that the cost of making iron is excessive—that is, judged by the standards with which we have so long been familiar. But there is no way of going back to the conditions that prevailed prior to 1914. There has been a fundamental economic change, not only here but all over the world, and there is nothing to do but accept the altered condition of affairs and adapt ourselves to them. But the waste of the war times is at an end. Manufacturers have passed the time when nothing counted except to get things done, and cost was a secondary consideration. Carefulness and economy and a wise regard for the pennies—these are now in evidence. There is demand for all grades of foundry iron. The fact that Northern furnaces are beginning to fill up their order books makes it easier sailing for the South.

# Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

METALS.		LEAD.		Broad.		BEATERS.	
PIG IRON.		American Pig.....\$5 65		Plumbs, West, Pat.....List		Carpel. Per doz.	
Basic.....\$25 00		Bar.....6 15		" Can. Pat.....\$69 00		No. 7 Tinned Spring Wire...\$1 10	
Northern Fdy., No. 2...26 75		Sheet.		" Firemen's (handled).....per doz. 21 00		No. 8 Spring Wire coppered...1 50	
Southern Fdy., No. 2...30 00		Full coils.....per 100 lbs. \$8 25				No. 9 Preston.....1 75	
Lake Sup. Charcoal...31 45		Cut coils.....per 100 lbs. 8 50					
Malleable.....27 25		TIN.		Single Bitted (without handles).		Egg. Per doz.	
FIRST QUALITY BRIGHT TIN PLATES.		Pig tin.....76 1c		Warren Silver Steel.. on application		No. 50 Imp. Dover.....\$ 1 10	
		Bar tin.....78 1c		Warren Blue Finished. "		No. 102 " " tinned...1 35	
		HARDWARE.		Matchless Red Pole.....\$11 50		No. 150 " " hotel...2 10	
		ADZES.				No. 10 Heavy hotel tinned..2 10	
		Carpenters'.		Double Bitted (without handles).		No. 13 " " " 3 30	
		Plumbs.....Net		Warren's Natl. Blue, 3 1/2 to 4 1/2 lb.		No. 15 " " " 3 60	
		Coopers'.		The above prices on axes of 3 to 4 lbs. are the base prices.		No. 18 " " " 4 50	
		Barton's.....Net				Hand. 8 9 10 12	
		White's.....Net				Per doz.\$11 50 13 00 14 75 18 00	
		Railroad.		BAGS, PAPER NAIL.		Moulders'.	
		Plumbs.....Net		Pounds.....10 16 20 25		12-inch.....Per doz. 20 00	
		AMMUNITION.		Per 1,000.....\$5 00 6 50 7 50 9 00		BELLS.	
		Peters Cartridges.				3-inch Nickeled Rotary Bell, Bronzed base.....per doz. \$5 50	
		Semi-Smokeless.....Less 10-7 1/2%		BALANCES, SPRING.		Cow.	
		Smokeless.....Less 10-7 1/2%		Pelouze.....20%		Kentucky.....30%	
		Shells, Loaded, Peters.				Door. Per doz.	
		Loaded with Black Powder. Less 15%		BARS, CROW.		New Departure Automatic...\$ 7 50	
		Loaded with Smokeless Powder, medium grades.....Less 15%		Pinch or Wedge Point, per cwt....\$8 50		Rotary.	
		Loaded with Smokeless Powder, high grade.....Less 15%				3 -in. Old Copper Bell.....6 00	
		Winchester.		BASKETS.		3 -in. Old Copper Bell, fancy. 8 00	
		Smokeless Repeater Grade...10 & 5%		Clothes.		3 -in. Nickeled Steel Bell...6 00	
		Smokeless Leader Grade.....10 & 5%		Small Willow.....per doz. 15 00		3 1/2 -in. Nickeled Steel Bell...6 50	
		Black Powder.....10 & 5%		Medium Willow....." 17 00		Hand.	
		U. M. C.		Large Willow....." 20 00		Hand Bells, polished.....15%	
		Nitro Club.....10 & 5%		Galvanized Steel, 1/2 bu. 1 bu. 1 1/2 bu.		White Metal.....15%	
		Arrow.....10 & 5%		Per doz.....\$11 50 \$17 00 \$22 00		Nickel Plated.....10%	
		New Club.....10 & 5%				Swiss.....15%	
		Gun Wads—per 1000.		AUGERS		Silver Chime.....10%	
		Winchester 7-8 gauge.....\$2 25		Boring Machine.....60%		Miscellaneous.	
		" 9-10 gauge.....1 94		Irwin's.....25%		Church and School, steel alloys...30%	
		" 11-28 gauge.....1 63		Carpenter's Nul.....50%		Farm, lbs...40 50 75 100	
		Powder. Each		Hollow.		Each.....\$3 00 3 75 5 50 7 25	
		DuPont's Sporting, kegs.....\$11 25		Bonney's.....per doz. 30 00		BEVELS, TEE.	
		" " 1 kegs.....5 90		Stearns, No. 0.....43 25		Stanley's rosewood handle, new list.....Nets	
		" " 1 kegs.....3 10		" No. 1.....43 25		Stanley's iron handle.....Nets	
		DuPont's Canisters, 1-lb.....56		" No. 2.....43 25		BINDING CLOTH.	
		" " 1-lb.....32		" No. 3.....42 00		Zincd.....55%	
		" " 1-lb.....22		" No. 4.....9 00		Brass.....40%	
		" " Smokeless, drums.....43 50		" No. 30.....45 00		Brass, plated.....60%	
		" " 1 kegs.....22 00		" No. 33.....43 01		BITS.	
		" " 1 kegs.....11 25		" No. 44.....17 07		Anger.	
		" " 1 kegs.....5 75		" No. 50.....48 00		Jennings Pattern.....20%	
		" " canisters.....1 00		" No. 55.....45 00		Ford Car.....List plus 5%	
		L. & R. Orange, Extra Sporting kegs.....11 25		" No. 60.....39 00		Ford's Ship....." 1 75	
		L. & R. Orange, Extra Sporting 1-kegs.....5 90		Post Hole.		Irwin.....35%	
		L. & R. Orange, Extra Sporting 1-kegs.....3 10		Iwan's Post Hole and Well.....25%		Russell Jennings.....15%	
		L. & R. Orange, Extra Sporting 1-lb. canisters.....56		Vaughan's, 4 to 9-in...per doz.\$13 00		Center.....10%	
		L. & R. Orange, Extra Sporting 1-lb. canisters.....32		Ship.		Countersink.	
		L. & R. Orange, Extra Sporting 1-lb. canisters.....22		Ford's, with or without screw, Net list		No. 18 Wheeler's....per doz. \$2 25	
		Hercules "E.C." and "Infallible" 50 can drums.....43 50		Brad.		No. 20 " " " 3 00	
		Hercules "E.C." kegs.....22 50		No. 3 Handled.....per doz. \$0 65		American Snailhead.. " 1 75	
		Hercules "E.C." 1-kegs.....11 25		No. 1050 Handled.....1 40		" Rose " " 2 00	
		Hercules "Infallible," 25 can drums.....22 00		Shouldered, assorted 1 to 4, per gro. 4 00		" Flat....." 1 40	
		Hercules "Infallible," 10 can drums.....9 00		Patent asst'd. 1 to 4.....85		Mahew's Flat....." 1 60	
		Hercules "E.C." 1-kegs.....5 75		Harness.		" Snail....." 1 90	
		Hercules "E.C." and "Infallible" canisters.....1 00		Common....." 1 05		Dowel.	
		Hercules W. A. .30 Cal. Rifle, canisters.....1 25		Patent....." 1 00		Russell Jennings.....15%	
		Hercules Lightning Rifle, canisters.....1 25		Peg.		Gimlet.	
		Hercules Sharpshooter Rifle, canisters.....1 25		Shouldered....." 1 60		Standard Double Cut. Doz. \$1 10—\$1 60	
		Hercules Unique Rifle, canisters 1 50		Patented....." 75		Countersink.....Doz. 1 80	
		Hercules Bullseye Revolver, canisters.....1 00		Scratch.		Reamer.	
		ANVILS.		No. 1S, socket hand'ld. per doz. 2 50		Standard Square.....Doz. 2 50	
		Trenton, 70 to 80 lbs....9 1c per lb.		No. 344 Goodell-Pratt. List, less.....35-40%		American Octagon... " 2 50	
		Trenton, 81 to 150 lbs....9 1c per lb.		No. 7 Stanley.....2 25		Screw Driver.	
		ASBESTOS.		Boys' Handled.		No. 1 Common....." 1 40	
		Board and Paper, up to 1/16" 17c per lb.		Niagara.....12 50		No. 26 Stanley.....1 75	
		Thicker.....18c per lb.					
		COPPER.					
		Copper Sheet, base.....31 1c					